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# AIR CONDITIONING AND REFRIGERATION News

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## INSIDE DOPE

by GEORGE F. TAUBENECK

Stories of the Week  
Cloud Wampler Tells the Truth  
What We're Fighting Against  
Verse of the Week

### Stories of the Week

Television is beginning to create new jokes of its own. Harry Bannister of WWJ-TV tells one about an audience-participation telecast. Its M.C. opened the show by saying he could do lots of tricks.

"What would you like to see me do?" he dared.

"Drop dead!" shouted a smart aleck in the front row.

"I'd be glad to oblige," rejoined the M.C., bowing, "but then I'd have nothing to do for the encore."

A New York bar, we hear, sports this sign in its front window.

NO TELEVISION.

But Come In Anyway—

We Have Fights Every Night.

Down East the farmers have potato subsidies to keep 'em happy, and they also have other sources of extra-income.

One of our friends in a New York advertising agency visited his father's Maine farm not long ago, and reports this conversation:

"How you doin', Dad?"

"Not good, not bad. Plenty of 'taters. But my gas station sales are running behind last year. However, the Shakespeare Players who rented my barn for the season are grossing high, and my popcorn concession is doing me proud."

Tentatively the brand-new father peeked at his red-faced baby in the hospital nursery. Like all the other squirming, squalling infants, his kid was raising the roof.

"Nurse," he grimaced, "why are they all crying like that?"

"Sir," reprimanded the nurse crisply, "if you owed the government \$2,840 before you even had a job, wouldn't you cry?"

### Cloud Wampler Tells the Truth

And that story leads us into some pregnant remarks made by Cloud Wampler, president of Carrier Corp., in Detroit recently. Quote:

"What is happening today in Washington—at least in the administrative branch of the government? Within the past few weeks, despite the apparent slowing down of business, and on top of an already staggering tax burden, President Truman has again called for enactment of his \$4,000,000,000 program of new taxes.

"Fortunately, many members of the Congress seem to be hearing from the folks back home and the present outlook, at least, is that this program will not be enacted at the present session.

"But even in the face of this, the administrative branch has strongly opposed major reductions in expenditures for government, despite the fact that without them a Federal deficit appears to be a certainty. And Congress has made little progress so far in trimming any real amount of fat from the huge volume of government spending.

"So, at best we are merely postponing a decision. And if the answer is for continued spending, then we can be sure that a goodly part of this sum will come from increases in the graduated income tax. Here I cannot help but be reminded of the fact that back in 1847, when Karl

(Concluded on Page 2, Column 1)

## Attacks on Unfair Trade Will Continue on 3 Fronts This Week

DETROIT—Drives aimed at eliminating alleged unfair trade practices in the appliance field were under way on three fronts this week.

Dealer associations in Buffalo, Charlotte, N. C., and Reading, Pa., are conducting campaigns against such "abuses" as excessive trade-in allowances, back-door selling by distributors, large discounts, and gifts.

In addition, Better Business bureaus of New York City and Buffalo are continuing their attacks on unethical advertising and selling practices.

New York City's bureau recently issued a bulletin in which it assailed "irregular" practices, which "have recently been on the increase." The agency warned that the public is "resentful" of such practices as:

"Guarantees that are exaggerated or insufficiently explained; unfair competitive claims; 'free trial offers' that are not free; 'trade-in allowances' where no trade-in is required; terms of payment that are incapable of fulfillment or are misleading by omission; extra charges, not mentioned; misdescription of cabinet woods; exaggerated tube count, etc."

The Buffalo bureau is particularly concerned about "fly-by-night" dealers who reportedly are selling appliances at wholesale in under-the-counter transactions.

Launching of a "clean-up" campaign in the Buffalo area was recently announced by the Western New York Retail Appliance Dealers Association. John Duffy, president, said all association members have been asked to emphasize list prices in their window displays, on floors,

and in radio and newspaper advertising.

The association is also urging members to play down trade-ins in all forms of advertising. He said full cooperation is expected from wholesalers in the drive.

The drive was made known during a meeting in the Stonecroft, at which the association was addressed by R. C. Rider of the local Better Business Bureau and Roger Baker, Buffalo radio station executive.

Rider reviewed the bureau's efforts to stop unfair competition in the (Concluded on Back Page, Column 1)

## Davidson Awarded \$12,500 In Suit

ST. LOUIS—A jury in Circuit Court has awarded B. R. "Dave" Davidson, head of Thermorite Corp. here, the sum of \$12,500 for damages and losses he sustained through being falsely accused of obtaining money under false pretenses.

Davidson had sued Ray Pennington and Joel Montgomery for defamation of character. The jury's action was a further step in clearing Davidson's name in connection with an alleged War surplus swindle that came to light more than two years ago.

This is what happened, according to the testimony brought out in the various court actions.

During 1946, when materials and (Concluded on Back Page, Column 1)

## Ad Offers To Apply Freezer Rental on Purchase

DETROIT—A large newspaper advertisement run by General Electric Supply Corp. told consumers here that they can now rent an 8-cu. ft. 1949 G-E home freezer on a trial basis for 25 days at \$1 a day, with \$25 worth of frozen food included at no extra cost.

"You get the \$25 worth of frozen foods as a gift and we take back the G-E home freezer if at the end of 25 days you are not 100% satisfied," the advertisement said. "All you pay is the \$1 a day rental."

"If you decide to keep your money-saving, time-saving G-E home freezer, your \$25 rental fee is applied to your down payment and you get 24 months to pay the balance."

It was explained that this "sensational" offer was made "to prove that once you've had a G-E home freezer . . . once you've known the convenience and economy . . . you'll never be without one!" Readers were urged to see their General Electric dealers.

A note pointed out that just 100 G-E home freezers have been allotted for the rental trial offer. It was stressed that there is no service or installation charge—"not a cent of expense . . . just a straight one dollar rental fee."

The advertisement also emphasized the "new low price" of the G-E freezer, now \$319, compared with the former price of \$330.

## What's Wrong With Today's Salesmen

IN a recent issue of AIR CONDITIONING & REFRIGERATION NEWS two of our assistant editors, John Sweet and George Hanning, collaborated on a story which is highly significant. To our way of thinking, it gives the clue to why new salesmen of the younger generation are causing employers to tear their few remaining hairs out by the roots.

That story is worth repeating here, in large type:

"NASHVILLE, Tenn.—Appliance prospect lists aren't worth anything unless the prospect can be followed up immediately, Marvin Carden, appliance department buyer for The Harvey Co. here declared recently.

"Customers, even though they have purchased in a store in the past will not come back unless they are relentlessly followed up by the salesman, he believes.

"Though he knew this from his experience as an appliance salesman in pre-war days he decided, on a recent afternoon, to prove that it still holds true today.

"Spotting a lady in his department to whom he had 'sold' a refrigerator back in 1947, he approached her and . . .

"Ma'am, I'd like to ask you a few questions. I want you to promise to answer them frankly and not get mad."

(Concluded on Page 14)

## Exhibits at Marts May Stress New Range of Models

CHICAGO—For the first time since the end of the War, major appliance models that are designed to appeal to the "price conscious" will be taking the spotlight at a Chicago Homefurnishings Market, as the Summer Marts open here July 5.

This doesn't mean that the entire emphasis will be on low-priced merchandise, but rather that appliance manufacturers will be presenting rounded-out lines that will give retailers something for every class of prospect.

No widely startling innovations in appliance products are expected, but there may be some news-making price and merchandising plans announced.

While attendance is expected to be off somewhat, the hotel situation is still "rough" in Chicago, and all those who can do so are being urged to come as late in the two-week period as possible.

The American Furniture Mart is celebrating its 25th anniversary with (Concluded on Page 4, Column 3)

## Quinn Appointed to Recold Sales Post

LOS ANGELES—Introduction of a new line of surface coils and ceiling and floor-type air-conditioning units and appointment of Harry L. Quinn as sales manager of its Air Conditioning Div. have been announced by Refrigeration Engineering, Inc., here.

Manufacturer of the Recold line of commercial refrigeration coils, evaporative condensers, and floor units, the company announced a few months ago that it (Concluded on Back Page, Column 5)

## Deepfreeze Refrigerator Line Due for Nov. Showing

NORTH CHICAGO—Deepfreeze Div. of Motor Products Corp. plans to introduce five models of domestic refrigerators in November "rather than increase the chaotic condition in the industry by the addition of another line" at this time, according to (Concluded on Page 4, Column 4)

## Ryan Is Sales Mgr. of Sanitary Household Div.

FOND DU LAC, Wis.—Harry Ryan has been appointed sales manager of the Household Div. of Sanitary Refrigerator Co. here, B. K. Miller, president, has announced.

Ryan was formerly Chicago sales manager of Ben-Hur Mfg. Co. and of the Appliance Div. of R.C.A. Victor Distributing Corp. in Chicago.

The company also announced appointment of five new distributors for its household division. They are:

Boyd Distributing Co., Inc., Denver; Associated Industries, Detroit; Cardinal Distributing Co., St. Louis; E. G. Clinton Co., Minneapolis; and Milhender Distributing Co., Boston.



Harry Ryan

## Dept. Stores Hit 'Loading Up' by Appliance Firms

Producers Answer Charge,  
Urging Stores To Handle  
Fewer Appliance Brands

By George M. Hanning

NEW YORK CITY—In very blunt language representatives of department stores and appliance manufacturers and distributors told each other off at a recent session of the merchandising division of the National Retail Dry Goods Association held in the Hotel Statler here.

The department store, according to Raymond Reed, home furnishings merchandise manager of John Wanamaker, Inc., of Philadelphia, looks with "a jaundiced and blackened eye" at the manufacturers' policy of selling to discount houses while making the department store the "fall guy" who maintains the big display.

"Quit trying to kid us," he urged. "We prefer the truth even though it hurts. Let's face our problem (of overabundant manufacturer's inventory) together to a tenable, mutually profitable solution. We would rather work toward a small profit than take a loss."

H. U. Mann, Chicago appliance dis- (Concluded on Page 4, Column 1)

## Freezer Section Plans Promotion

WASHINGTON, D. C.—Howard R. Roberts of Whiting Corp. was elected chairman of the Food Freezer Section of the Refrigeration Equipment Manufacturers Association at its recent meeting here.

Other officers elected are J. W. Krall, Tyler Fixture Corp., vice chairman, and C. H. Beane, Brewer-Titchener Corp., secretary. They will hold office until May 1, 1950.

A comprehensive program for the coming year was discussed at length and initial steps have already been taken to put the program into effect as rapidly as possible.

Projects slated for early development include a promotional campaign on food freezers. This will involve the preparation of a sound slide film (Concluded on Back Page, Column 3)

## Police Search for Room Cooler 'Thief' In West

PHOENIX, Ariz.—Police here are looking for a "hot" air conditioner. Yep, air conditioning is so important to residents here that an owner virtually has to keep one eye on his unit all the time.

Mrs. Laura Davis, a Phoenix resident, reported that a thief yanked an air cooler from her living room window while she was doing the dinner dishes.

## NARDA To Hold Meeting In Chicago July 10-11

CHICAGO—The appliance dealer's approach to the last six months of 1949 is the underlying theme of the mid-year meeting of the National Appliance & Radio Dealers Association to be held here July 10 and 11.

To assist the dealer in better preparing for his merchandising efforts from July through December, the association has prepared an intensive one-day general session, July 11, that will feature spokesmen from the manufacturer, distributor, and dealer levels. July 10 will be occupied with (Concluded on Page 25, Column 1)

## INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)

Marx wrote the Communist Manifesto, he included a statement that is simply amazing in view of the time at which it was written. Here is essentially what he said:

"Probably the most effective method to be employed looking toward the destruction of capitalism is to apply a graduated income tax."

"Did you ever consider, for your own enlightenment, the graduated income tax theory on a very small scale? Let me do it for you. Assume, if you will, that a nation consists of only five citizens. Two of these make \$2,000 a year; the third \$4,000; the fourth \$6,000, and the fifth \$10,000. Now then, the cost of government is \$4,000, and this amount is to be raised through taxation. In the first instance the five citizens get together and decide to tax everyone 17%. Then one of the \$2,000 earners says: 'Surely the man with the big income should pay much more than we little fellows do.' So the upshot of the whole business is that the four citizens getting \$6,000 or less gang up on the one man who is getting \$10,000 and he is forced to pay a 40% tax, which supplies the \$4,000.

"In other words, the vote is four-to-one in favor of graduating the income tax so that it hits only the \$10,000 earner.

"Obviously, the result of this is apt to be that the man who was working to make \$10,000 says to himself: 'Why should I take the responsibility and do the job that goes with these larger earnings? I would be better off if I didn't work so hard and moved down to the \$6,000 bracket.'

"In this connection, I would remind you that equity capital has historically come from wealthy or high-salaried individuals. Heavy surtax rates have dried up these usual sources. True, gross incomes are, in general, larger than they were in 1929. However, after-tax incomes of over \$25,000 are down sharply.

"For example, a man with a \$50,000 income after exemptions pays 66% of his dividends in taxes. To give such an investor a tax-free yield of 2%, industry must pay 6%. Just think of this in terms of the earnings that come from a building erected for investment purposes.

"I know that I am over-simplifying the problem, but just the same my illustrations are sound. And today incentive in America is being destroyed through taxation which seems in many of its aspects to be punitive. The further and equally serious result is that the venture capital needed to create new enterprises and expand or modernize old ones is being absorbed by the cost of government.

"On top of this threat, and accentuating it, we have the unknown cost of a proposed expansion of the social security program. It has been estimated by government officials that the ultimate cost of all of the President's various welfare plans could mean a total payroll tax of between twenty and twenty-five per cent. Again we see the shade of Great

Britain, where the money needed to sharpen up her dulled industrial tools is being taxed away to support a welfare state.

"I have an idea that if employees had to pay these taxes directly, instead of having them removed before their pay checks are handed to them, we would hear quite a howl.

"Just as an example, the total payroll of Carrier Corp. last year was \$15,714,000. Of this, we withheld \$1,544,000 in the form of payroll taxes on behalf of the government. Thus, our employees received in cash \$14,170,000. But do you think many of them realized what was happening? They certainly did not!

"Just recently we made an analysis of all of the taxes paid by Carrier and by its employees to the Federal, state, and local governments. And the figure for 1948 came to \$5,414,302. This is almost exactly 10% of the total completed sales of the corporation in fiscal 1948 and just about twice what is realized in net profit. Broken down on a family basis, it translates into something like \$330 for every man, woman, and child who is directly dependent upon Carrier for their daily bread.

"Do you think this is high? Well, so do I. But I must report to you that it is below the national average.

"Now this is tremendous and, if continued, a ruinous cost to pay for Big Government.

"And if we grant this, as I think we must, then what's to be done about it?

"One answer is to do everything we can as individuals to spread an understanding of what this cost is and what it means. This might sound like a task for somebody else and not for us as businessmen. But it is

your job and mine to see that our own employees and the members of our own particular community 'know the score.'

"Fortunately, something has happened in recent weeks that gives all of us something to tie to. What I have in mind is the Hoover Report and is my best judgment that some sort of a medal ought to be struck off for the man who made it. Herbert Hoover has rendered a tremendous service by turning a spotlight on the mushrooming of government, the overlapping of bureaus, the competing services and the constant increase in bureaucratic personnel. Furthermore, he has suggested at least a starting point for doing something about it.

"In Mr. Hoover's own words, the Federal budget has grown from an annual figure of around \$4,000,000,000 when he was in the White House to more than \$40,000,000,000 today. And during this time government employees have increased in number from 560,000 to 2,100,000.

"Simply through a consolidation of functions, the Hoover Report points out the means of cutting this force by about 10% and effecting a saving of some \$4,000,000,000 a year. Nor would this mean the firing of 200,000 government workers, since it has been estimated that the present turnover in personnel is around 500,000 a year. The reduction could be made simply by not replacing unnecessary workers.

"It sounds almost too easy. But if Washington is left to its own devices, do you imagine that the unwelcome task of cutting down rather than building up will be accomplished? I doubt it.

"However, if the Hoover story is thoroughly understood in every community in the country, I'm sure the answer would be different. Any one of you who has had any experience in politics knows that effective organization must start in the ward and the precinct. And so the pressure for effective action against the very marked trend toward socialism must be built up from the grassroots.

"However, if we are to do this job properly in our own communities, in our own backyards, so to speak, then we must also be sure that our own houses are in order.

"Here I have in mind that as businessmen we have an obligation not only to preach but to demonstrate that the system we advocate is everything we claim for it. Most of us here represent management.

"And if we, as managers, do our job properly we must maintain a fair balance between capital and labor for the ultimate benefit of the consumer. I mean exactly that. Both capital and labor are entitled to a fair return. Each must get a square deal. And so must the consumer, else both capital and labor and management are the losers. In this connection, it is also well to remember that all three are consumers.

"Something of what I have been saying is incorporated in a management pledge that is now being circulated throughout industry. I commend it to you heartily. For if we will hold ourselves to the word and spirit of this pledge, then we can even preach to others in safety.

"Many of you undoubtedly have already seen and subscribed. It was first outlined by Clarence Francis, chairman of General Foods Corp., in an address before the Harvard Business School Alumni Association. I would like to read it all, for those who have received it could well listen to a repetition. But it is rather lengthy and so I am going to confine myself to five of its eight points. Here they are:

"I believe that a business must be run at an adequate profit and must hold its own in fair competition with other businesses . . . within my sphere I will do my best to help keep my business prosperous and strong.

"I believe that business must serve employees, stockholders, consumers, and government and that management must keep the interests of all these elements in balance . . . to the extent of my authority I will try to preserve this balance.

"I believe further that the greatest assets of a business are its human assets and that the improvement of their value is both a matter of material advantage and moral obligation; I believe, therefore, that employees must be treated as honorable individuals, justly rewarded, encouraged in their progress, well informed and properly assigned, and that their lives and work must be given meaning and dignity, on and off the job . . .

if I have the supervision of so much as one other person I will strive to honor these principles in practice.

"I believe that whenever business has earned a hearing, it has not only a right but a duty for public confidence and that it must speak freely, give information gladly and answer the attacks of those who seek to undermine American freedom under democratic capitalism. . . . I will speak out in behalf of my business and the system which it represents."

"Now I'd like to tell you something of which I am very proud. Each man and woman of Carrier has signed this pledge. And before very long every supervisor, every foreman in our organization will have done likewise.

"Much more important, we of Carrier are committed to living up to this glorious creed.

"You know, Ladies and Gentlemen, it all really gets down to this. We have chosen between 'Freedom' and 'For Free.' And I assure you that we can't long have freedom—for free.

"No, we have to deserve Freedom just as we have to deserve Business. And this means fighting for them.

"I believe that the fight will be fought and won."

### What We're Fighting Against

We hope so, Mr. Wampler. The Hoover Commission has turned up some Federal slight-of-hand that makes Houdini look like an amateur, according to the Tax Foundation.

The Army, for instance, reported 25,000 tanks on hand at the end of the war. When the commission asked for their location, the army could find only 16,000. The other 9,000 of these fairly solid taxpayer investments had vanished.

The Hoover Commission also found one manufacturer of steam turbines furnished a certain part to the navy at a cost of \$63. Another supplier furnished the same item, as a replacement part, for \$25.

When the navy finally got tired of throwing the taxpayers' money around, it got the item from its prime manufacturer for \$9.06.

### Verse of the Week

Take it easy! Worry? Why? Have some fun before you die. Work will save; time is fleeting; Heed attractive pleasures greeting. Dine and sup and live today. About tomorrow? Who can say? Omar's right, go on and spend Before you into dust descend. Do not drain the bitter cup. With milk and honey fill it up.

That's not my philosophy. It's just the way I'd like to be. —ORVILLE E. REED

## The Challenge of twelfth-hour changes

There's a challenge in twelfth-hour changes—a challenge that Delco Products takes pride in meeting.

Delco Products' sense of responsibility extends far beyond the mere filling of orders. Each customer is regarded as a partner on a project. His individual needs are recognized . . . his problems solved through unstinting cooperation.

All of Delco's resources are geared to the tempo of today's manufacturing. Delco has the years of experience in the appliance field needed to combine quality and quantity production. Delco has the ability to work fast. And when occasion arises, Delco has the flexibility to make schedule changes without seriously breaking stride.

**DELCO MOTORS**  
**DELCO PRODUCTS**

Division of General Motors Corporation, Dayton, Ohio

Sales Offices: CHICAGO • CINCINNATI • CLEVELAND • DETROIT • HARTFORD



Revco offers greater food storage capacity in less space . . . more features that appeal to the housewife. Sell Revco Chill Chests and you sell complete satisfaction . . . Write for literature!

**Revco** DEERFIELD INC. MICHIGAN

### SWIFT

Pulleys and Fan Blades  
Industrial & Variable  
Speed Pulleys

Standard equipment with most refrigeration unit manufacturers.  
Sold By All Better Jobbers

**Swift Manufacturing, Inc.**  
1455 E. Nine Mile Road  
Hazel Park, Mich.

## Bill To Require Dating Of Frozen Food Packages Killed In Massachusetts

BOSTON—The Massachusetts legislature has killed a bill which would have made it mandatory for packers to date all frozen food packages.

Strong opposition came from Senator Edward Pierce, who seemed to voice the sentiment of the frozen food industry in that state.

"Dating of packages would give no guarantee of the quality of the contents," he declared. He said that the truth was, "anything that goes in rotten, will come out rotten," even if frozen.

Senator H. Richardson declared, "The principal effect of the bill would be to require Massachusetts packers to date their packages; however, the bulk of the frozen foods sold in the commonwealth comes from outside it."

Proponents of the bill voiced intention of calling up the bill for reconsideration, but a 22-7 vote at Boston defeated the measure for the remainder of the current legislative assembly.

## Butcher Uses Air Cooling Ad to Coax Customers Into Shop

UTICA, N. Y.—Hapanowicz Brothers Market, 1021 Columbia Square, here, is getting merchandising benefits from its recently installed air conditioning system.

The store is using newspaper advertising to stress the comfort of shopping in an air conditioned meat market.

"The Jolly Butcher Boys have air conditioned their market to make it jolly comfortable for you. In a fresh, cool and comfortable atmosphere you'll now shop our superb market. Air conditioned throughout to bring choice meats, cuts, and roasts with all their delicious, full-flavor, original freshness held intact by scientifically controlled air of natural freshness."

## Sales Rise Prompts G-E To Shut Down Only 2 Weeks

ERIE, Pa.—A shut down of the General Electric Co.'s Erie Works, scheduled to begin Aug. 5, will last only for the two-week vacation period ending Aug. 22, it was learned.

The announcement came from James Kennedy, business agent for UE Local 506. Earlier in the week, Kennedy had reported a three-week shutdown, which would include a week's layoff without pay, would be put into effect at the Erie Works.

Company spokesmen questioned on the shift in position, however, declared that Kennedy's earlier statement was premature.

"Sales in refrigerators have improved to the point where a shutdown beyond the normal vacation period will not be necessary," the spokesman explained.

## Delavan Has Parts for Coldspot

DES MOINES, Iowa—Development of a complete line of replacement parts for Coldspot compressors has been announced by Delavan Mfg. Co.

Delavan parts for Coldspot are available for practically all late model units. An illustrated bulletin, listing parts numbers on all of the new Coldspot replacements may be obtained by writing Delavan Mfg. Co.

## TYPHOON PACKAGED UNITS

The MOST Air Conditioning at the LOWEST Cost Per Ton

1½ to 10-ton units 1909  
NATIONALLY ADVERTISED  
TYPHOON Air Conditioning Co., Inc.  
794 Union St. • Brooklyn 15, N. Y.

## New Sears Catalog Shows 9-11% Drop In Some Appliance Prices

CHICAGO—Price cuts on appliance products ranged from 9 to 11% in the Sears-Roebuck fall-and-winter general catalog mailed last week.

Price comparisons are made with those carried in the spring-summer general catalog.

Refrigerators, stoves, washing machines, and water heaters were reduced from 9 to 11%. Home freezers were reduced around 9%.

## Westinghouse, Union Negotiate 24-Hour Week To Avert Layoff

SPRINGFIELD, Mass.—A negotiated "short work week" has averted layoffs at the East Springfield plant of Westinghouse Electric Corp. here.

In a joint statement issued by the company and local 202 of the UEW (CIO), it was stated that in agreement with the union, working hours in the plant tool room have been cut back from 40 to about 24 hours a week.

## G-E Names 2 to Posts In Parts Sales and Direct Sales Programs

BLOOMFIELD, N. J.—John L. Roth has been appointed to the newly-created post of sales manager of the parts sales and product service section, it was announced by L. E. Thompson, manager of parts sales and product service of the General Electric Co.'s air conditioning department.

Roth will be responsible for the sale of commercial refrigeration condensing units of 5 hp. and under to distributors and to recently appointed parts depots, as for the sale of all renewal parts.

G-E has recently set up approximately 50 such parts depots throughout the country to promote the sale of condensing units and to facilitate the distribution of

renewal parts. These depots will serve fixture and equipment manufac-

turers, wholesalers, retailers, and servicers. New and replacement condensing units as well as parts will now be available from these nationwide outlets.

After attending New York university, Roth, in 1930, joined Rex Cole, Inc., New York City, G-E distributor for appliances and commercial refrigeration, as commercial service and product manager.

Prior to his new position, Roth was assistant to the sales manager of the refrigeration machine division. From 1939 to 1942, he was commercial manager of Nathan Strauss-Duparquet, Inc., New York City, a G-E commercial refrigerator distributor.

Since then, he has held positions as field engineer and then district sales representative in the Chicago office. In 1947, he was in charge of commercial sales activities of the refrigeration machine division, Fort Wayne, Ind.

During World War II, Roth served with the U. S. Army Corps of Engineers.

BLOOMFIELD, N. J.—John D. Hoffman has been appointed to the newly created post of manager of

direct sales of air conditioning and commercial refrigeration products of the General Electric Co.'s air conditioning department, it was recently announced by H. B. Donley, manager of marketing of the department.

In his new capacity, Hoffman will be responsible for all sales activities, to customers served direct, on air conditioning and commercial refrigeration, including water coolers and refrigeration machines.

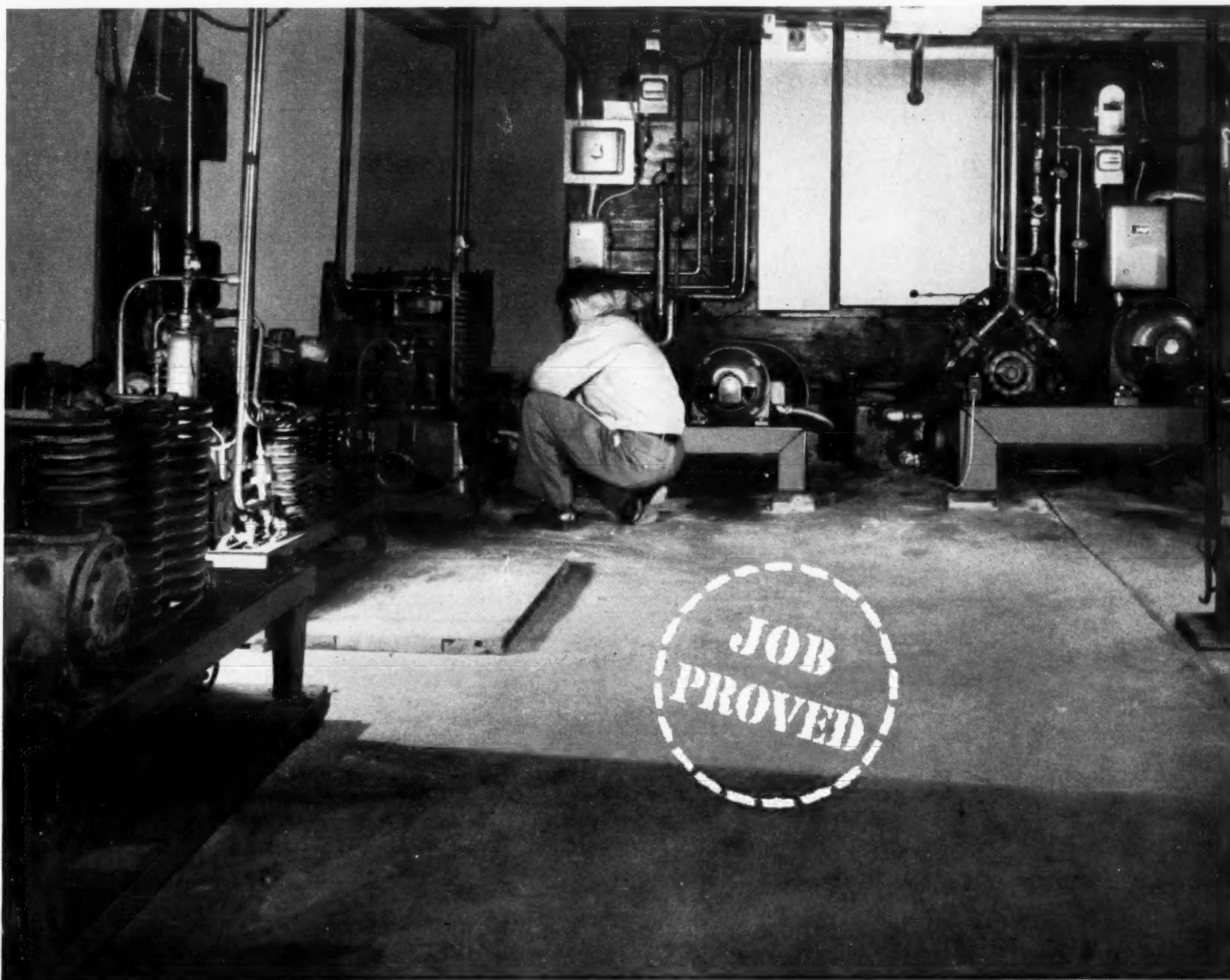
Prior to his new position, Hoffman was manager of sales of the G-E Switchgear Div., Philadelphia. He has been with G-E regularly since 1921.



John L. Roth



John D. Hoffman



## SUNISO HELPS HOLD CUSTOMER 15 YEARS

### Refrigeration Equipment Distributor Makes Steady Customer As Result of Performance of Suniso-Charged Compressor

When a wholesale processor of pork products started in business he bought a single 1 hp compressor. The refrigeration equipment distributor who sold it to him charged it with Suniso. The first compressor performed so well that as business expanded and more equipment became necessary, the processor continued to buy from his original supplier.

In 15 years, unit after unit has been added. Today the processor has 10 compressors ranging as high

as 10 hp, used in a great variety of cooling operations, and all charged with Suniso. There has not been a single failure due to lubrication—even in summer, when the equipment is subjected to heavy loads, and the temperature of the meat must be closely controlled.

This is but one instance among many that indicate the profitable results to be expected from the use of the right "Job Proved" Suniso Oils in refrigeration and in air-conditioning. It is performance such

as this that has made them the predominant choice of original equipment manufacturers.

The different grades of Suniso Oils have extremely low pour-points and low wax-separation points. All have exceptionally high dielectric strength and high resistance to chemical change when mixed with Freon or any other modern refrigerant. Ask your Suniso jobber for a free copy of the illustrated booklet "Lubrication of Refrigeration and Air-Conditioning Equipment."

SUN OIL COMPANY • Philadelphia 3, Pa.  
In Canada: Sun Oil Company, Ltd.  
Toronto and Montreal

## SUNISO REFRIGERATION OILS

"JOB PROVED" THROUGHOUT THE INDUSTRY



## 'Loading Up' Hit--

(Concluded from Page 1, Column 5) tributor, warned the department stores that they can't go on forever featuring price cuts in their advertising. It's time, he said, that they stop selling price and start selling product usefulness to the consumer.

"Let's clean up the appliance business," he begged, "and then let's keep it clean."

Dr. A. J. Snow, one-time technical director for Sears, Roebuck & Co. and the Avco Mfg. Corp., scoffed at advice given by other speakers on creating enthusiasm among their retail salesmen.

"What is the retail salesman going to talk about?" he asked. "Take the nameplate off most of the refrigerators on the market today and they are all alike."

"You have to have something to talk about before you can generate enthusiasm."

Dr. Snow, who played an important role in the development of the Cold-spot and Kenmore lines of appliances, declared that no group of buyers and no trade agreements are going to develop a private brand appliance.

In order to successfully merchandise a private brand, the store must develop something original, must make some contribution to the industry.

He emphasized that private brand does not mean a refrigerator or a range but the whole gamut of goods handled by the store, an over-all store policy that has gained public acceptance.

A. M. Sweeney, general sales manager of the appliance and merchandise department of the General Elec-

tric Co. took to task the moaners of "What's wrong with our appliance business?" and "The honeymoon is over."

The lush business of 1948, with which department stores and others are comparing their current volumes, was not "our" business in the first place, he said. It was "actually tossed in our laps by the thousands of customers who literally beat a path to your stores to see if you had the appliances they needed so badly."

Sweeney pointed out that if we were on a "honeymoon" then there must have been a marriage. Between whom?

The retail appliance salesman and the customer haven't had a civil word for each other in nine years. The distributor certainly wooed the department store very ardently, but no weddings took place. And between the manufacturer and the department store "there's been too grand an opportunity for the stores to flirt with all the boys for any wedding here."

"Many of us are a little like an Irish sweepstake winner who held a lucky ticket, cashed it in, paid his taxes, and spent the easy money. Now, we are looking for a job."

Both Homer L. Travis, western regional manager for Kelvinator, and John B. Bannigan, divisional manager of Allied Stores Corp., agreed that it is better for department stores to concentrate on only a few brands of appliances rather than try to play the field.

Travis pointed out that stores that have confined their activities to one or two brands have attained the highest appliance volumes and extra profits. They did it through better advertising, better display, better

selling, and closing a higher percentage of sales on the floor, he maintained.

Bannigan based his case on the fact that it is impossible for the department store to handle the lines of all manufacturers, therefore they should seek to deal with those manufacturers "who see eye to eye with us and who are genuinely interested in developing our long-range programs."

Such a manufacturer, he said, will "cooperate to the extent necessary to capitalize on our attainable potential—that is, restrict the number of and type of other dealers, crack down on flagrantly unethical competition, assume a major role in the training and stimulation of our appliance salesmen, offer us first chance at promotional merchandise, and last but not least, extend us the mark-up necessary to make the appliance business interesting to top management."

## New Range of Models--

(Concluded from Page 1, Column 4) this year's Summer Mart, and is planning some special events. Some of the manufacturers with space at the Furniture Mart are tying in with the event. Some tenants as General Electric, Bendix, Automatic Washer, and Motorola have moved into new and larger locations, and appliances have pushed onto other floors.

## Catalog Covers Ammonia Units

JACKSON, Mich.—A new catalog on Acme ammonia condensers was recently announced by Acme Industries, Inc. here.

## List of Firms Exhibiting at Summer Marts

### American Furniture Mart

#### REFRIGERATORS

Name	Space
Admiral Corp.	526-27
Amana Society	536-B
Frigidaire Div., General Motors Corp.	508-09-A
General Air Conditioning Corp.	17-64
General Electric Co.	535-36-37-A
Gibson Refrigerator Co.	537-38-B
Hotpoint Inc.	533-34-35-B
Kalamazoo Stove & Furnace Co.	17-R/1108-09
Kelvinator Div., Nash-Kelvinator Corp.	513-14-15-A
Leonard Div., Nash-Kelvinator Corp.	513-14-15-A
Marquette Appliances, Inc.	17-78-79-80
Norge Div., Borg-Warner Corp.	521-22
Philco Corp.	128
Presteline Div., Leeson Steel Products, Inc.	447-48
Sanitary Refrigerator Co.	528
Westinghouse Electric Corp.	501-03 & 542-43-B
HOME FREEZERS	
Amana Society	536-B
Ben Hur Mfg. Co.	528
Frigidaire Div., General Motors Corp.	508-09-A
General Electric Co.	535-36-37-A
Gibson Refrigerator Co.	537-38-B
Kelvinator Div., Nash-Kelvinator Corp.	513-14-15-A
Leonard Div., Nash-Kelvinator Corp.	513-14-15-A
Markette Appliances, Inc.	17-78-79-80
Norge Div., Borg-Warner Corp.	521-22
Philco Corp.	128
Sanitary Refrigerator Co.	528
Sub-Zero Freezer Co., Inc.	17-K
Westinghouse Electric Corp.	501-03 & 542-43-B
WASHING MACHINES	
Altofer Bros. Co.	541-42
Appliance Mfg. Co.	510-A
Automatic Washer Co.	503
Barlow & Seelig Mfg. Co.	530
Barlow Corp., The	549-A
Bendix Home Appliances, Inc.	539-A
Blackstone Corp.	544-A
Conlon Div., Conlon-Moore Corp.	504
Frigidaire Div., General Motors Corp.	508-09-A
General Electric Co.	535-36-37-A
Holland Reiger Div., The Apex Electrical Mfg. Co.	17-98-99
Horton Mfg. Co.	511-A
Hotpoint Inc.	533-34-35-B
Landers, Frary & Clark	547-B
Nineteen Hundred Corp.	508-B
Norge Div., Borg-Warner Corp.	521-22
One Minute Washer Co.	17/102-103
Westinghouse Electric Corp.	501-03 & 542-43-B
DRYERS	
Bendix Home Appliances, Inc.	539-A
Blackstone Corp.	544-A
Conlon Div., Conlon-Moore Corp.	504
Frigidaire Div., General Motors Corp.	508-09-A
General Electric Co.	535-36-37-A
Hamilton Mfg. Co.	17/88-89
Hotpoint Inc.	533-34-35-B
Nineteen Hundred Corp.	508-B
Westinghouse Electric Corp.	501-03 & 542-43-B
DISHWASHERS	
Champion Dishwashing Machine Co.	2453
General Electric Co.	535-36-37-A
Westinghouse Electric Corp.	501-03 & 542-43-B
RANGES	
Admiral Corp.	526-27
Detroit Vapor Stove Div.	
Borg-Warner Corp.	630-31
Estate-Heatrola Div., Noma Electric Corp.	523

Frigidaire Div., General Motors Corp.	508-09-A
General Electric Co.	535-36-37-A
Gibson Refrigerator Co.	537-38-B
Hotpoint Inc.	533-34-35-B
Kalamazoo Stove & Furnace Co.	17-R/1108-09
Kelvinator Div., Nash-Kelvinator Corp.	513-14-15-A
Landers, Frary & Clark	547-B
Leonard Div., Nash-Kelvinator Corp.	513-14-15-A
Lindemann & Hoverson Co., A. J.	17/42-43
Moore Div., Conlon-Moore Corp.	504
Norge Div., Borg-Warner Corp.	521-22
Presteline Div., Leeson Steel Products, Inc.	447-48
Roberts & Mander Corp.	546-B
Tappan Stove Co.	539-40-B
Welbilt Stove Co., Inc.	520
Westinghouse Electric Corp.	501-03 & 542-43-B
WATER HEATERS	
Allen Mfg. Co., Inc.	510-B
Coleman Co., Inc., The	525
Duo-Therm Div., Motor Wheel Corp.	517
Evans Products Co.	541-B
Frigidaire Div., General Motors Corp.	508-09-A
General Electric Co.	535-36-37-A
Gray & Dudley Co.	515-B
Hotpoint Inc.	533-34-35-B
Kelvinator Div., Nash-Kelvinator Corp.	513-14-15-A
Landers, Frary & Clark	547-B
Leonard Div., Nash-Kelvinator Corp.	513-14-15-A
Lindemann & Hoverson Co., A. J.	17/42-43
Lonergan Mfg. Co.	514-B
Norge Div., Borg-Warner Corp.	521-22
Quaker Mfg. Co.	516-B
Queen Stove Works, Inc.	17/75-76
Westinghouse Electric Corp.	501-03 & 542-43-B

### Merchandise Mart

Name	Space
American Central Div., Avco Mfg. Co.	1476
Apex Rotarex Corp.	1472
Berger Co., Inc., T. W.	1454
Bersted Mfg. Co.	1467
Carrier Corp.	1186
Casco Products Corp.	1175
Cooler Corp.	11-107
Crosley Div., Avco Mfg. Corp.	1133
Dearborn Stove Co.	1490
Deepfreeze Div., Motor Products Corp.	1447
Dexter Co.	14-103
Easy Washing Machine Corp.	1464
Eldredge Sewing Machine Co.	1468
Elgin Steel Kitchens	1454
Estate Heatrola Div., Noma Electric Corp.	1418
Eureka Div., Eureka Williams Corp.	1161
Everedy Co.	11-112
Farber, Inc., S. W.	1419A
Florence Stove Co.	1459
Free Sewing Machine Co.	1450
General Electric Co.	1127
General Mills, Inc., Home Appl. Dept.	1453A
Glascok Bros. Mfg. Co.	1454
Hilton Clock Co.	1553
Hotpoint, Inc.	1457
Johnson & Son, Inc. S. C.	1158
Jordan Refrigerator Co.	14-101
Kitchen Aid Div., Hobart Mfg. Co.	1492
Knapp-Monarch Co.	1483
Landers, Frary & Clark	1479
LaSalle Lighting Prod., Inc., Heater Div.	1492
Laundry, Ray S.	1433A
Manning Bowman & Co.	1466
Martin Co.	14-104
Metal Ware Corp.	1411A
Mullins Mfg. Corp.	1119
Mutschler Bros. Co.	1125
National Enameling & Stamping Co., Electric Div.	1422
New Home Sewing Machine Co.	1450
Noma Electric Corp.	1418
Nutone, Inc.	1451
Peerless Mfg. Co.	1485
Perfection Stove Co.	1475
Proctor Electric Co.	1473
Rasmussen, J. J. & Co.	1454
Refrigeration Corp. of American	1418
Revere Clock Co.	1422
Rittenhouse Co.	14-104
Rival Mfg. Co.	1454A
Rutenber Electric Co.	14-107
Samson-United Corp.	14-104
Sanford & Co., D. E.	1405
Schaefer, Inc.	1188
Sessions Clock Co., Inc.	1409
Silex Co.	14-109
Smith Mfg. Co., F. A.	1422
Son-Chief Electric, Inc.	1414
Spartan Co.	1163
Sperti, Inc.	1422
Stoddard Mfg. Co.	1111
Sunroc Co.	1177
Superior Electric Products Corp.	11-116
Swartzbaugh Mfg. Co.	1498
Taylor Instruments Cos.	11-106
Telechron, Inc.	1440
Toastmaster Products Div., McGraw Electric Co.	1455
Tracy Mfg. Co.	1143
Varick Electric Mfg. Co., Inc.	11-116
Waring Products Corp.	1405
Washburn Co.	1123A
Wiley Organization, Inc., Joseph H.	14-101

## Deepfreeze Models--

(Concluded from Page 1, Column 4) to G. H. (Rock) Smith, vice president and general manager.

Noting in a letter to distributors that Deepfreeze had committed itself to a domestic refrigerator program during the past year, Smith said "events in the entire appliance industry since that time have developed have forced us to modify our original plans considerably."

"Rather than increase the chaotic condition in the industry by the addition of another line, we have changed our plans to enter the industry at this time and are making preparations to enter it at a later date when the opportunity for success on the part of our dealers, distributors, and ourselves is more assured."

Smith said the division now plans to engineer, design, and produce the five models under the Deepfreeze name, and probably will introduce the line in November.

"This will give us production time to have an adequate supply for early-season selling and for presentation to the trade at the January markets."

## MULTIPLE CARTONS mean MULTIPLE PROFITS

at no extra cost to you!

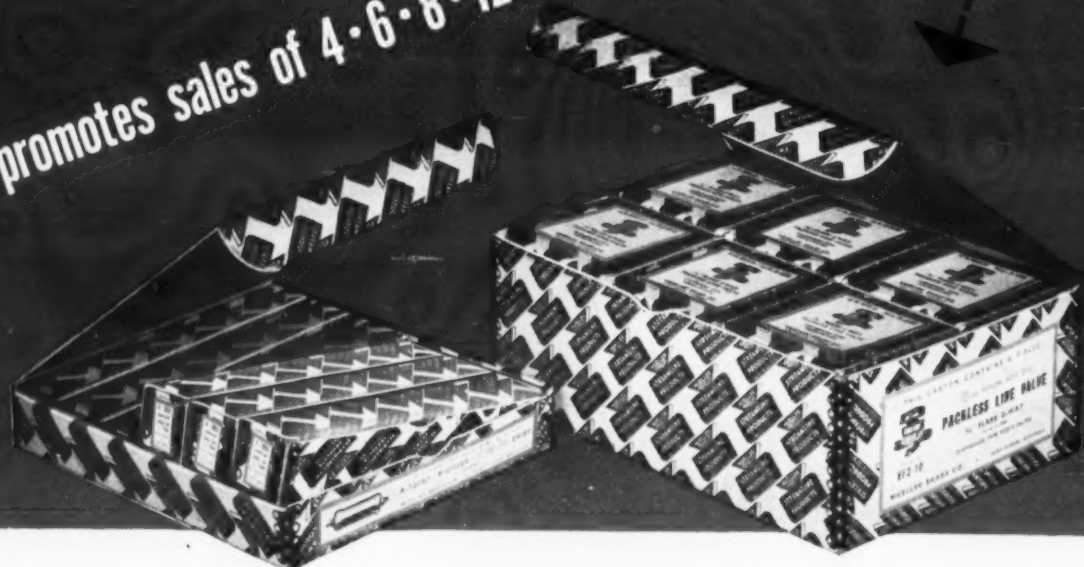
BECAUSE

assures original quantities

saves time and handling

provides neater stocks and improved inventory control  
carton within a container assures a clean, dust-free product

promotes sales of 4-6-8-12 items at one time



order from your wholesaler **MUELLER BRASS CO.**

PORT HURON, MICH.

## Units Supply 3,800 People



Lynn Bright, Elliott-Lewis salesman, tries one of the coolers in the Pennsylvania Railroad office building annex.

## 71 Oasis Water Coolers Installed In R.R. Office

PHILADELPHIA—The installation of 71 Oasis water coolers, with bubblers and glass fillers, in the 32nd St. Annex of the Pennsylvania Railroad's general office building is announced by Elliott-Lewis Corp., distributor for The Ebco Mfg. Co.

The Oasis coolers, which deliver an ample supply of cooled water for the 3,800 occupants of the building, have the Ebco dial-action bubbler with automatic stream control and stream-lined cabinet.

## Davison Chemical Moves To New Baltimore Site

BALTIMORE—On Monday, June 20, The Davison Chemical Corp., opened for business at a new location in their home city.

The Baltimore general offices and headquarters now occupy six floors in the newly renovated and air conditioned Davison Chemical Bldg., Charles and Fayette Sts. The postal address, however, continues as The Davison Chemical Corp., Baltimore 3.

The new building was purchased by Davison over three years ago, for a permanent home, but the corporation was unable to occupy until now because of the shortage of materials necessary to its rehabilitation. Erected in 1898, The Davison Chemical building is a 12-story structure located in the heart of Baltimore's business district. Its total floor area is 50,000 sq. ft., of which Davison will occupy 25,000.

## Toronto Supermarket Uses Refrigeration In 3 Depts.

TORONTO, Ont., Can.—A 100-ft. refrigerated, self-service meat counter is a feature of a new Loblaw supermarket opened at 1630 Danforth. Refrigeration also is used extensively in the frosted food and dairy departments.

## LOOK to LARKIN for Low Prices



## LARKIN CEILING HUMI-TEMP

Price is only one factor in the selection of any product—especially one that has so important a task as protecting valuable perishables. Performance must come first. Quality cannot be overlooked. Durability is highly important. Larkin has all of these. And Larkin has low prices, too. Compare them and see for yourself how low they really are.

For the latest Larkin price list, see your wholesaler. If you wish, write direct to us and we shall be glad to send you one.

Manufacturers of the original Cross-Fin Coil — Humi-Temp Units — Evaporative and Air Cooled Condensers — Air Conditioning Units and Coils — Direct Expansion Water Coolers — Steel Vacuum Plate Coils — Heat Exchangers.

WATCHDOG OF THE NATION'S FOOD SUPPLY

LARKIN COILS

519 MEMORIAL DR., S.E. • ATLANTA, GA.

## \$5,000 Commercial Equipment Packed In Small Space Helps Drive-In Do Big Business

PHOENIX, Ariz. — More than \$5,000 worth of refrigerated equipment has been packed into the new Three Palms Drive In recently opened at 4401 N. 7th Ave. here, according to owners Lloyd Almond and Ross Cole.

The small 46 by 60-ft. irregularly shaped building has a total floor space of only 1,340 sq. ft., they said, and therefore required a particularly space saving type of refrigeration equipment.

Feature of the installation is a "Mighty Midget" soda fountain and drink dispenser made by the H & H Mfg. Co. here. This fountain is equipped with a four-way dispenser head, permitting four different varieties of drinks to be drawn from the same head.

Other refrigerated equipment, also installed by Kermit D. Huffman, general manager of H & H, includes a 50-gal. Linden ice cream freezer, a

6 by 6-ft. walk-in refrigerator, a 45-cu. ft. Sherer-Gillett fixture, and a second soda fountain with a 6-ft. bar.

An evaporative cooler installed on the roof of the drive-in feeds cooled air into an overhead duct system.

## BISHOP GETS TYPHOON POST AT MAINTAIN

BOSTON—Paul R. Bishop of Boston has been appointed sales manager in charge of the Typhoon Air Conditioning Div. of the Maintain Store Engineering Service here, designer, manufacturer, and distributor of complete store equipment.



Paul R. Bishop, treasurer of the Bishop-Lee Theater School on Beacon Hill, was formerly general sales manager of the Kimberly-Clark Rug Div. of The City Fuel Co.

## ACRMA Section Issues Data on Dimensions Of Ice Cream Freezers

WASHINGTON, D. C. — Principal manufacturers of ice cream cabinets have released a summary of over-all dimensions, in inches, of 1949 "conventional-type" cabinet models, the Ice Cream Cabinet Section of the Air Conditioning and Refrigerating Machinery Association announced from its headquarters in the Southern building here.

Copies of the summary, which covers both self-contained and remote models, are being sent to the refrigeration service departments of almost 5,000 manufacturers of ice cream throughout the country.

Buyers of ice cream cabinets will find the summary of particular value in selecting equipment for use in locations where space limitation is a major consideration, ACRMA said. Cabinet manufacturers affiliated with ACRMA plan to publish a similar dimension compilation each year.

## Chicago ASRE Plans Golf Tourney July 14

CHICAGO—The Chicago section of the American Society of Refrigerating Engineers will hold its fifth annual golf tournament on Thursday, July 14, C. L. Eichstaedt, secretary, has announced.

The tournament will be staged at the Westward Ho Country Club at Stone Park, Ill. Golfing starts at noon and will be followed by dinner at 6:30 p.m. Golf and dinner will cost \$7, dinner alone \$5. Visitors are welcome.

## Roadway Express Awards Office Air Conditioning Contracts

CHARLOTTE, N. C.—Page Air Conditioning Co., Atando Ave., featuring Worthington year-round air conditioning equipment, has the contract for air conditioning the modern suite of offices occupied by Roadway Express, Inc., in its spacious new terminal building located at 524 Atando.

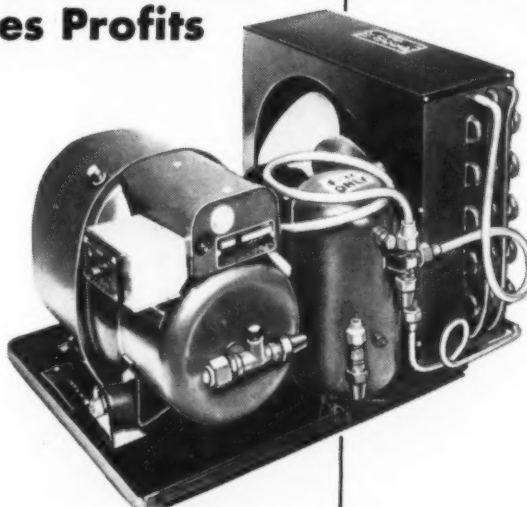
**You can't lose on this Servel deal!**

Servel hermetically sealed Supermetic units are available in all sizes from 1/4 HP through 3 HP. Also available is a full line of belt-driven units built around Servel "Superpac" compressors for direct current, odd frequency, and mobile refrigeration applications.

## Servel Supermetic Features That Build Sales Profits

- Compact—Simple to Install
- "Pull-Out" Rail Edge Base
- Fully Wired
- No Oil "Slugging"
- Forced-Feed Lubrication
- No Belts—No Seals
- Low and Medium Temperature Models—1/4 HP thru 3 HP

You get more than a condensing unit when you buy a Servel Supermetic



Your "ace-in-the-hole" is Servel's refrigeration experience. With it your product is a "royal flush" in anyone's language. Servel's policy of helping its customers with applications engineering, research, market distribution and a sound service set-up can help you build a better product and help you sell more quality equipment.

Servel's customers are using these services today, and it's paying off in increased profits, better-quality merchandise and improved service.

This service is available to you as a customer at no extra cost. Servel's modern refrigeration testing facilities are at your disposal along with the assistance of sales and service experts who will help you plan your marketing program. Servel can be your refrigeration compressor division. If we can help you, just write, wire or phone Servel, Inc., Electric Refrigeration Division, 2906 Kentucky Avenue, Evansville 20, Indiana.

**Servel**  
SUPERMETIC  
for every commercial  
refrigeration requirement

Servel also manufactures the Servel Gas Refrigerator, Servel Ball-Type Gas Water Heater and the Servel All-Year Air Conditioner.

## Most Cost Items for Dealers Move Upward, NARDA Reports; IEEDA Sees Need for Pre-War Margins To Preserve Net Profit

CHICAGO—"More business with less profit."

That's the story of the average appliance-radio dealer's performance in 1948, according to the third annual cost-of-doing-business survey conducted by the National Appliance & Radio Dealers Association (NARDA).

Likewise, cost ratio study No. 5 conducted by the Inland Empire Electrical Dealers Association (IEEDA), Spokane, Wash., revealed a "pronounced drop" last year in average net profit before taxes.

An analysis of returns from a nation-wide sample of NARDA members participating in that association's study indicates that total dollar sales in 1948 were 12% above 1947. This compares with a gain of 43% in 1947 over 1946.

Richard E. Snyder, NARDA marketing analyst who conducted the survey, pointed out that appliance-radio dealers' sales "suffered relatively more of a shrinkage than was true of retail trade generally, although their 1948 gain of 12% was slightly better than the over-all average."

Sales increases for 1948 were shown by 66% of all participating dealers, while the remaining 34% showed sales decreases from 1947. In 1947, only 5% of reporting dealers showed sales decreases from 1946.

Actual dollar profits of all reporting dealers declined 24% in 1948 from 1947. Net profits were shown by 86% and net losses by the remaining 14%. Losses ranged from insigni-

Table 1—Appliance Sales Breakdown by Product Type

Appliance	NARDA Figures		
	1948	1947	1946
Total	100.0	100.0	100.0
Refrigerator	28.6	24.0	19.0
Washing Machines	16.9	18.0	16.0
Ranges	12.2	13.0	12.0
Radios	7.8	17.0	17.0
Vacuum Cleaners	1.4	3.0	3.0
Other Sales	33.1	25.0	33.0
Television	4.4		
Freezers	2.5		
Ironers	2.0		
Dishwashers	1.6		
Other Major Appliances	15.8		
All Small Appliances	6.8		

ficant to amounts equal to 12% of net sales.

A breakdown of the average dealer's operating cost and profit ratios for 1948, 1947, and 1946 (see Table 3), based on the NARDA cost-of-doing-business surveys for each of those years, discloses that net operating profit (obtained by deducting total operating costs from gross margin) declined to \$4.60 for every \$100 in net sales made in 1948, from \$6.80 in 1947, and \$8.50 in 1946.

"Percentagewise, this represented a drop of nearly 46% in the profit ratio between 1946 and 1948.

"Confronted with this trend, dealers must again subject their sales and promotion policies to critical examination and study with increased care and frequently all possible means of bringing operating

costs under stricter control."

The IEEDA study showed that operating expenses and profits of Inland Empire electrical dealers in 1948 carried further the trends discovered in previous association surveys.

"Total selling expense increased by the same amount (1.9 percentage points) in 1948 as it did in 1947," a report on the study said. "Administrative and general expense increased more rapidly in 1948. Occupancy expense remained the same as in 1947, since it is a fixed item dollarwise and sales volume in 1948 was close to 1947 volume.

"The only major factor which did not change in 1948 consistent with trends established in 1947 was cost of goods sold. The 1948 average cost of goods of 71% was nearly the same as the 1947 average and still more

than six percentage points higher than the 1939 average.

"The continuation of the abnormally high level of cost of goods, coupled with necessary increases in selling and overhead expenses, resulted in a pronounced drop in average net profit before taxes from 10.2% to 5.3%, the first such drop since the war. Net profit after income tax, therefore, would average from 3.3% to 4.2%."

The NARDA report contained the following commentary on the specific year-to-year changes in the various operating ratios presented in Table 3:

"Net Sales. This is the 'kitty' from which all expenses are paid and profits, if any, derived. Totals for all other elements in the expense and profit schedule are expressed as percentages of the net sales total which, for purposes of this type of analysis, is represented by the base figure 100. . . .

"Cost of goods sold. This element is defined as 'inventory at cost as of January 1, 1948, plus all purchases at cost during 1948, minus inventory at cost as of Dec. 31, 1948,' and includes costs of merchandise, as well as costs of service parts and supplies.

### Cost of Goods Sold Rises

"In 1948, the cost of goods sold by the average NARDA dealer amounted to 68.7% of net sales. An easy way to interpret this ratio and the other ratios referred to in this report is to think of each in terms of so many dollar and/or cents out of every \$100 of net sales.

"Thus, the ratio of 68.7% of net sales which reflects the cost of goods sold in 1948 may be construed as \$68.70 per \$100 of net sales. This compares with \$67.00 in 1947 and \$66.10 in 1946. . . .

"This suggests that if there was any downturn in the trend of wholesale prices for appliances in 1948, the average dealer did not feel its effect soon enough to avoid an increase in his cost of goods sold for the year.

"Gross Margin. The difference between net sales and cost of goods sold is gross margin, or 'gross profit.' In 1948, the average NARDA dealer's gross margin amounted to \$31.30 per \$100 of net sales, against \$33.00 in 1947 and \$33.90 in 1946. Looked at percentagewise, this was a decline of a little more than 8% in the 2 years.

"Total Operating Costs. Aggregate operating costs for the average NARDA dealer amounted to \$26.70 per \$100 of net sales in 1948, compared to \$26.20 in 1947 and \$25.40 in 1946. . . .

"Administrative Costs. Total administrative costs for the average NARDA dealer amounted to \$18.60 per \$100 on net sales in 1948, compared to \$18.20 in 1947 and \$18.00 in 1946. Six separate elements of such costs were isolated . . . as follows:

"(1) Owners' and/or Managers' Salaries. The average NARDA dealer's expenditure for this account in 1948 was \$3.50 for every \$100 of net sales. . . . In interpreting (this) 'average' . . . it should be understood that some dealers draw against profits rather than pay themselves salaries and it was not possible to make complete adjustment for this. . . .

"(2) Office Salaries. This item of expense in 1948 averaged \$1.80 per \$100 of net sales. . . .

"(3) Salesmen's Pay. This expense averaged \$5.50 for every \$100 in net sales in 1948, compared to \$4.80 in both 1947 and 1946. This change probably reflects intensification of selling effort (more salesmen) in the face of heightened competition, as well as some pay raises.

"(4) Servicemen's Wages and Expenses. This expense increased to an average of \$4.70 per \$100 in net sales in 1948 from \$4.10 in 1947 and \$3.30 in 1946. This result appears traceable to the increased number of trade-ins,

Table 2—Percent of Total Sales  
Of Each Item Involving a  
Trade-In

Appliance	NARDA Figures		
	1948	1947	1946
Refrigerators	18	11	3
Washing Machines	27	19	4
Ranges	16	9	2
Vacuum Cleaners	22	26	10

Evidence gathered from trade sources indicates that the monthly rate of trade-ins was increasing sharply during the closing months of 1948.

increasing numbers and intricacies of certain types of installations, and a rising rate of mechanical breakdowns in new as well as old appliances.

"(5) Delivery Expense. This expense required an average of \$1.70 per \$100 of net sales in 1948. . . .

"(6) Other Administrative Expenses. This expense classification includes office supplies, collection costs, travel, entertainment, etc. It required \$1.40 per \$100 of the average dealer's net sales in 1948. . . .

"Occupancy Expense. This covers rent, heat, light, janitor service, etc., and, in the case of building owners, also such items as property taxes and insurance, repairs, mortgage interest, and depreciation.

### Occupancy Expenses Down

"In 1948, the average NARDA dealer expended \$2.80 for occupancy out of every \$100 received in net sales. This represented a decline from the 1947 ratio of \$3.00 and even more of a decline from the 1946 ratio of \$3.70.

"Publicity Expense. This includes newspaper, direct mail (with printing and postage), billboards, radio, and window trimming expenditures. The average NARDA dealer paid out \$2.60 for publicity for every \$100 net sales made in 1948, against \$2.10 in 1947 and \$1.90 in 1946. . . .

"Bad Debt Losses. Receivables classed as uncollectible and/or reserves set up to cover losses in 1948 required 20 cents of each \$100 in net sales. . . . This ratio was unchanged from the 1947 figure. . . .

"All Other Expenses. These include all taxes, except on owned real estate (covered under 'Occupancy Expense'), insurance on stock and fixtures, and any other expenses not previously designated. The average NARDA dealer paid out \$2.50 for these expenses for every \$100 of net sales in 1948, compared to \$2.70 in 1947. . . .

Among other breakdowns was one on appliance sales by product type (see Table 1) and one on the percent of total sales of each item involving a trade-in (see Table 2).

Table 1 shows that refrigerator sales in 1948 accounted for 29% of the total appliance dollar sales reported by NARDA dealers. This compares with 24% in 1947 and 19% in 1946.

Washing machines were again second in 1948, with 17% of total sales, about the same as in the previous two years. Ranges accounted for 12% of reported sales in 1948, thus holding about even with 1947 and 1946.

This performance put ranges in third place, displacing radios, which dropped from 17% of total sales in both 1947 and 1946 to only 8% in 1948. Vacuum cleaners also took a relatively sharp drop in sales position, accounting for only 1.4% of the total in 1948, against 3% in both 1947 and 1946.

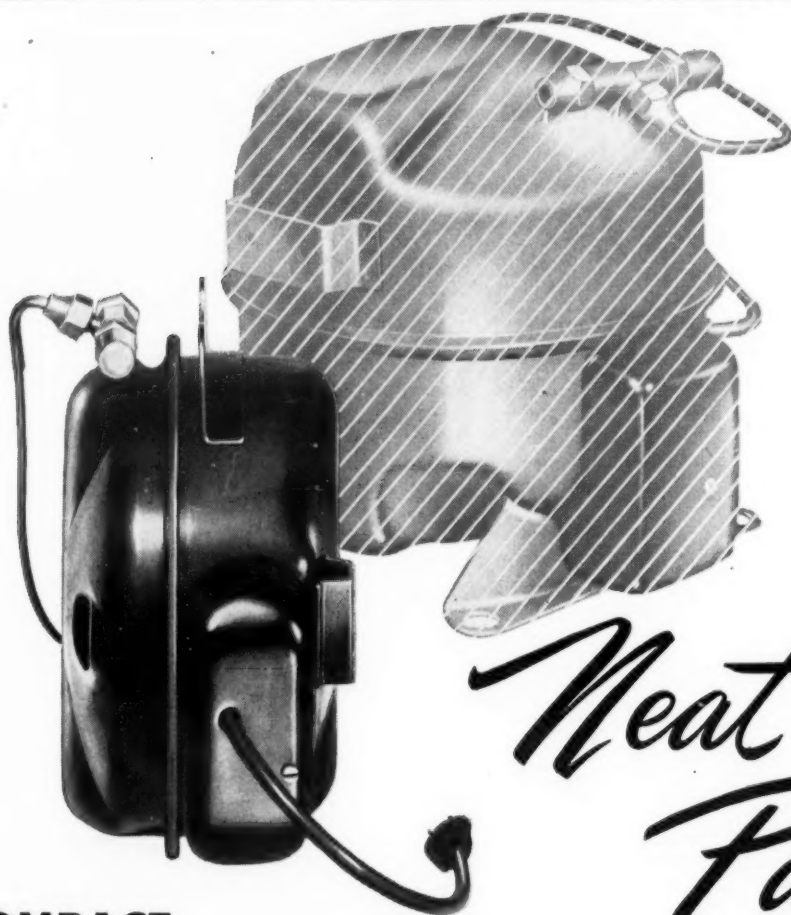
For the first time, the survey showed special breakdowns of dollar sales of television sets, freezers, ironers, and dishwashers. The 1948

(Concluded on next page)

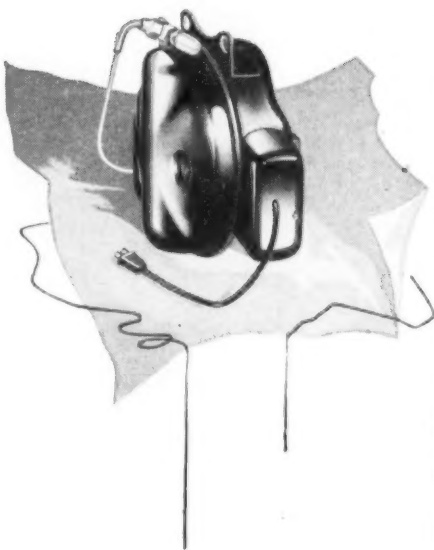
Table 3—National Operating Cost and Profit Ratios

Line	Item	NARDA Figures		
		1948	1947	1946
1.	Net sales*	100.0	100.0	100.0
2.	Cost of goods sold†	68.7	67.0	66.1
3.	Gross margin (Line 1 minus Line 2)	31.3	33.0	33.9
4.	Total operating costs (A thru E)	26.7	26.2	25.4
A.	Administrative	18.6	18.2	18.0
	(1) Owners' and/or managers' salaries	3.5	NS	NS
	(2) Office salaries	1.8	NS	NS
	(3) Salesmen's pay	5.5	4.8	4.8
	(4) Servicemen's wages and expenses	4.7	4.1	3.3
	(5) Delivery expense	1.7	NS	NS
	(6) Other administrative expense	1.4	NS	NS
B.	Occupancy expense	2.8	3.0	3.7
C.	Publicity expenses	2.6	2.1	1.9
D.	Bad debt losses	0.2	0.2	0.2
E.	All other expenses	2.5	2.7	1.8
5.	Net operating profit (Line 3 minus Line 4)	4.6	6.8	8.5

\*Includes revenue from service. †Includes cost of service parts and supplies. NS: Not segregated in 1947 and 1946 survey schedules.



*Neat little  
Package*



### NEW COMPACT HERMETIC MOTOR COMPRESSOR

Yes, it is a neat package—and a neat answer to the problem of limited space applications.

It's the new Tecumseh single cylinder, 1/10th horsepower Hermetic. Compact . . . just 9 3/4" in diameter by 5 17/32" thick. Think of the possibilities! Consider the increased food storage space made available with no increase in cabinet dimensions!

Yet the New Tecumseh Hermetic brings you all the outstanding features of the larger Tecumseh models. Internal spring mountings for smooth, quiet, vibrationless operation. Positive forced-feed lubrication to bearing surfaces and cylinder walls. And many other big Tecumseh features that assure a long life of trouble-free performance.

Ideal for apartment, midget and regular domestic refrigerators, water coolers, beverage coolers and vendors, biological cabinets, and other applications where space is at a premium.



**TECUMSEH PRODUCTS COMPANY**

Tecumseh, Michigan

EXPORT DEPARTMENT: 2111 WOODWARD AVE., DETROIT 1, MICHIGAN

World's largest  
independent producer  
of Compressors and  
Condensing Units

## Rise Noted In Ratio Between Cost of Doing Business and Profit over Previous Years

(Concluded from preceding page) figures for these products show that television accounted for 4.4%, freezers 2.5%, ironers 2%, and dishwashers 1.6% of total sales, putting all four ahead of vacuum cleaners, percentage-wise.

### Trade-In Ratio Up

The 1948 figures in Table 2 indicate, NARDA noted, "that further sharp rises in the ratios of trade-ins to sales of refrigerators, washing machines, and ranges were experienced by the reporting dealers, thus continuing the trend established between 1946 and 1947. Sales of vacuum cleaners, however, were accompanied by trade-ins in only 22% of the transactions in 1948, by comparison with a 1947 ratio of 26%."

The analysis of the survey also contained a special tabulation showing the 1948 NARDA survey ratios (national averages) applying to "cost of goods sold" and "gross margin" after the deduction of service revenue from net sales and cost of service parts and supplies from cost of goods sold. Adjusted figures from the 1947 survey are also shown for purposes of comparison.

"By a similar treatment of his own figures, any dealer whose servicing operations are included in net sales and cost of goods sold can determine the net effect of such operations upon his gross margin," NARDA pointed out.

"Adjusted gross margin ratios, reflecting merchandising operations only, may prove of great importance in dealings involving the question of trade discounts."

The tabulation follows:

### NATIONAL AVERAGES AFTER EXCLUSION OF SERVICE ELEMENTS

Item	1948	1947
Net sales (merchandise only) .....	100.0	100.0
Cost of goods sold (merchandise only) ..	70.2	67.8
Gross margin on merchandise only ..	29.8	32.2
Gross margin before exclusion of service elements (from Table 3) .....	31.3	33.0

"As the above analysis shows," NARDA commented, "the 'official' 1948 gross margin ratio of 31.3 ... was 'inflated' by 1.5 points due to the inclusion of the service factors in net sales and cost of goods sold, while the 'official' 1947 gross margin ratio of 33.0 was 'inflated' by only 0.8 point."

"Further testimony to the growing importance of servicing during 1948 is given by the fact that nearly 73% of the dealers reporting in the 1948 survey indicated some service activity, as against 45% ... in the 1947 survey. ..."

Separate analysis of operating cost and profit ratios for NARDA dealers in four specific sales volume classifications were included in all three surveys to date. The groups analyzed are:

Group A—dealers with net sales above \$250,000; group B, those with net sales between \$150,000 and \$250,-

000; group C, those with net sales between \$75,000 and \$150,000; group D, those with net sales below \$75,000.

There was a wide variation in the degree of change in dollar sales and dollar profits from 1947 to 1948 for these dealer groups, as is indicated by the figures below:

Group	% Change In Dollar Sales 1948/1947	% Change In Dollar Profits 1948/1947
A .....	+20.8	-26.0
B .....	-1.8	-25.1
C .....	+3.9	-17.9
D .....	+6.4	-10.0

"In general it can be said that the two groups of larger-sized dealers (A and B), by averaging relatively lower in costs of goods sold (with accompanying higher gross margins), were able to show higher net profit ratios than the smaller dealers, despite the fact that operating costs of the latter were lower," NARDA said.

Illustrative of the adverse 1948 operating results experienced by 14% of the NARDA dealers who participated in the survey is a brief analysis (see Table 4) showing comparisons of the 1948 and 1947 performances of four dealers who lost money last year. The four cases were selected at random, one from each of the dealer size groups.

Also included in the NARDA study is an analysis by geographical division.

The analysis of the study (see Table 5) conducted by the Inland Empire Electrical Dealers Association pointed out that the increase in 1948 selling expense was "an entirely logical and expected occurrence."

"Advertising and promotional expense reached a level identical to the 1939 average. ... Cost of salesmen increased nearly one percentage point (an increase of 24%) but was still more than three percentage points short of the 1939 average."

"The difference in the rate of increase between cost of salesmen and promotional expense probably can be credited to the fact that 1948 was predominantly a promotional year rather than a selling year. ..."

"The advertising and promotional ratio probably reached its peak by the third or fourth quarter of 1948, but cost of salesmen can be expected to increase until all adjustments to the buyer's market are completed. ..."

"Cost of providing guaranteed service was studied for the first time in the 1948 survey. ... The average guaranteed service expense of those reporting the item amounted to 1.5% of net sales."

"Administrative and general expense increased nearly as much in 1948 as total selling expense. Although administrative expenditures are 'unproductive,' ... some increase in this item was inevitable. Higher wages, increased cost of supplies, higher insurance rates, increased collection expenses, and other higher costs in 1948 naturally raised the administrative expense ratio. ..."

"The average ratio for proprietors' salaries shows an increase in 1948 but this can be credited to wider adoption of the practice of paying fixed salaries to owners rather than

Table 4—Individual Dealer Ratios—4 Random Cases

Item	NARDA Figures							
	Dealer W (A)		Dealer X (B)		Dealer Y (C)		Dealer Z (D)	
	1948	1947	1948	1947	1948	1947	1948	1947
Net sales .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Cost of goods sold ..	64.3	66.4	68.4	68.1	74.9	76.0	80.2	69.6
Gross margin .....	35.7	33.6	31.6	31.9	25.1	24.0	19.8	30.4
Total operating costs	43.4	33.7	33.8	30.2	25.2	17.8	20.2	21.0
Administrative .....	27.3	23.0	23.7	22.2	19.1	12.3	11.9	14.4
Occupancy .....	6.1	4.7	2.6	1.8	3.9	3.4	3.9	4.3
Publicity .....	4.4	2.9	4.2	3.8	1.5	1.9	1.9	0.8
Bad debts .....	..	..	0.1	..	..	..	1.0	1.0
Other .....	5.6	3.1	3.2	2.4	0.7	0.2	1.5	0.5
Net operating profit ..	-7.7	-0.1	-2.2	1.7	-0.1	6.2	-0.4	9.4

to actual increases in individual salaries.

"The average ratio for proprietors' salaries on reports listing such salaries as expense items actually decreased to 5.9% in 1948 from 7.3% in 1947."

As for the future outlook, it was observed that projection of trends into 1949 and future years indicates several important possibilities:

"Unless operating margins are increased to proportions comparable to pre-war margins, it seems inevitable that net profit will be virtually eliminated. Undoubtedly, 1949 will see an increase in cost of salesmen."

"It can be expected that this ratio will soon approach the 7.7% pre-war figure. Although the promotional ratio has reached its pre-war level and may go no higher, anticipated increases in cost of salesmen will raise total selling expense materially."

"Further increases in overhead expense ratios also seem inevitable."

Increases in collection expenses and other items directly related to a buyer's market probably will offset any savings resulting from lower prices for supplies and services.

"Even if administrative and general expense, occupancy expense, and other overhead items remain the same dollarwise, any declines in unit volume or in selling prices will increase these fixed items percentage-wise—at the rate of 1.6 percentage points for every 10% decrease in dollar volume."

The concluding section of the analysis noted that "naturally, an adequate net profit is essential to the sustained operation of any business."

"Income taxes consume from 21% to 38% of the net profit. Before the owners can be paid for the use of their capital, additional amounts must be set aside as working capital to carry inventories, which undoubtedly will have to increase, to improve physical facilities, to carry higher

accounts receivable, and, in some cases, to carry installment paper.

"1948's average net profit of 5.3% seems barely sufficient (3.3% to 4.3% after income tax)."

Several steps obviously are in order to prevent current trends from reaching a dangerous stage, IEEDA stressed.

### Steps Suggested

First and most essential, the association said, cost of goods sold must be reduced by manufacturers through substantially increased retail discounts and price protection on more goods, and by dealers through:

1. Increased turnover brought about by sounder buying and merchandising, thus reducing the need for clearances and price cuts.

2. More cautious trade-in policies permitting profitable resale of traded-in articles.

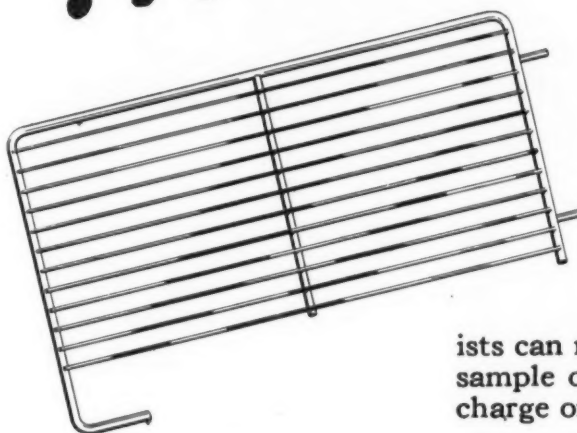
3. Discounting payments to wholesalers regularly.

"Second," IEEDA continued, "overhead expenditures must be reviewed frequently in terms of both long and short-range effect and must be vigilantly controlled at a level consistent with good management."

"Third, selling expenditures must be reviewed regularly in a constant attempt to achieve maximum return at all times for expenses incurred."

"Fourth, sound controls must be established to reduce to a minimum 'leakage' and unbudgeted expenses from credit losses, excessive returns, disproportionate cost of guaranteed service, theft, damages, etc."

# ... ARE YOU SURE?



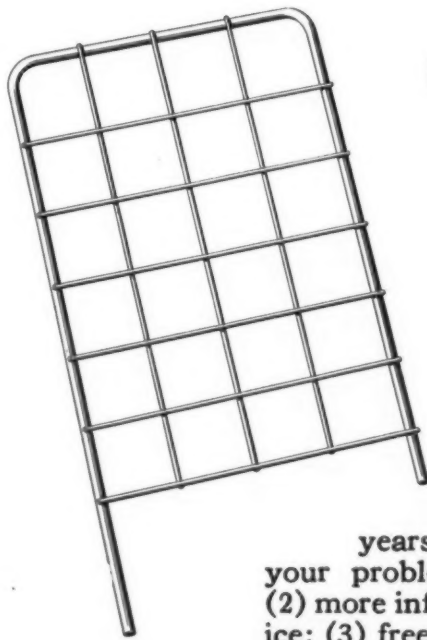
...that your wire shelves are low cost?

Make sure! Learn whether Titchener's wire forming specialists can make your shelves better, faster, cheaper. Send sample or print for analysis and recommendation. No charge or obligation, of course.



...that you have the most practical design?

A SAMPLE MAKING Department has just been established. Experts in shelf making can take your latest drawings and assemble actual full sized samples for your consideration.

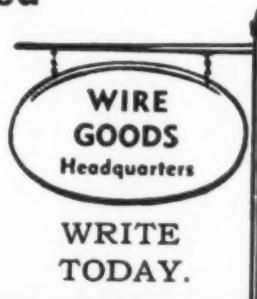


...that your product has maximum sales appeal?

New lustre-zinc plating as applied by Titchener is better three ways. It's brighter than chrome ... three times more enduring ... one-third as costly. See for yourself—send for free sample.

...that you've considered every possibility?

Be sure—consult Titchener, wire forming specialists for 63 years. Ask for: (1) expert analysis of your problem and cost-saving suggestions; (2) more information on Sample Making service; (3) free sample of lustre-zinc plating.



## E. H. TITCHENER & CO.

93 CLINTON ST.

BINGHAMTON, N. Y.

Table 5—Operating Ratios of Inland Empire Appliance and Radio Dealers

Item	IEEDA Figures				Change	
	Average Percentage of Net Sales During Year—	1939*	1946†	1947†	1948†	1946 to 1947
I. Net Sales .....	100.0%	100.0%	100.0%	100.0%	100.0%	
II. Cost of Goods Sold .....	64.9	72.9	70.5	71.0	—2.4	+0.5
(Gross Margin) .....	(35.9)	(27.1)	(29.5)	(29.0)	(+2.4)	(-0.5)
III. Operating Expenses:						
A. Administrative and General .....	..	..	6.1	7.8	..	+1.7
B. Proprietors' Salaries ..	12.1	..	8.8	3.4	4.4	+0.7
C. Selling Expenses:						
1. Salesmen .....	7.7	3.1	3.7	4.6	+0.6	+0.9
(Average of reports listing cost of salesmen) .....	..	..	(4.3)	(5.8)	..	..
2. Advertising and Promotion .....	2.6	0.8	1.8	2.3	+1.0	+0.5
3. Other Selling Expenses .....	3.7	0.9	1.2	1.7	+0.3	+0.5
Total Selling Expense ..	14.0	4.8	6.7	8.6	+1.9	+1.9
D. Occupancy Expense ..	3.5	3.4	2.0	2.0	—1.4	..
E. Other Operating Expense .....	3.5	0.1	1.1	0.9	+1.0	—0.2
Total Operating Expense ..	33.1	17.1	19.3	23.7	+2.2	+4.4
IV. Net Profit .....	2.0	10.0	10.2	5.3	+0.2	—4.9

\*From a study of 24 U. S. electrical stores—*Electrical Merchandising*, September, 1940. †Cost Ratio Studies, Inland Empire Electrical Dealers Association.

### H. Roehm To Manage Cory's District Office In Dallas

CHICAGO—Cory Corp. has just announced the opening of an additional district sales office in Dallas to supervise the sales of all Cory products through the three states of Texas, Oklahoma, and New Mexico.

The district operation will be headed by Harry Roehm who joined Cory in 1947 and who was at that time active in the New York metropolitan area. Since then, Roehm has served as Cory territory manager in the Kansas City area.

### New Hamilton Drier Outlet

TWO RIVERS, Wis.—Midland Implement Co., Inc., Billings, Montana, and Haggart's Service, Inc., Fargo, N. D., are newly-appointed distributors for Hamilton automatic clothes driers, according to an announcement by Charles H. Rippe, sales director, Home Appliances Div., Hamilton Mfg. Co.

### Bromberg's Appl. Dept. Features Pastel Walls

BIRMINGHAM, Ala.—Rich color, in which "white goods" stand out sharply, is the outstanding feature of the new appliance department recently completed at Bromberg's department store here, which was completed in mid-May.

The department consists of completely individualized sections for ranges, refrigerators, washing machines, radios, small appliances, and home freezers.

At the right-rear are two complete package electric kitchens, in which the store will specialize for the future, with its own installation crew, and outside sales organization, according to John L. Bumpus, buyer of the department.

Instead of the usual "all-white" atmosphere, the department walls are done in rich deep pastel tones ranging through several shades of green, contrasted with a soft gray taupe, deep pile carpet, it is pointed out.

### J. R. Hughes Named Regional Manager for Admiral Corp.

CHICAGO—W. C. Johnson, vice president in charge of sales of Admiral Corp. has announced the appointment of John R. Hughes as regional manager.

Hughes was formerly employed by Philco Corp. as regional sales manager, and more recently associated with Capehart-Farnsworth Corp.

### Toronto Store Opens

TORONTO, Ont., Can.—Fallingbrook Furniture and Appliances Ltd. has been opened at 1232 Kingston Rd.

### McGehee Service Moves

MCGEHEE, Ark.—McGehee Refrigeration Service, owned and operated by Purvis R. Moak, has moved into its new location at 210 South First St.

### Buffalo Firm Files Name

BUFFALO—A business name has been filed in the Erie County clerk's office for the Family Washing Machine & Electric Appliance Co., Buffalo, by Everett F. Pataillot and Eltona B. Lehner. The firm will be located at 1044 Genesee St.

### Ritter Heads Appliance Div. of Capital Paper Co.

INDIANAPOLIS—Floyd Ritter has been appointed sales and general manager of the appliance division of Capital Paper Co., appliance distributors here.

Ritter has spent 5 years with the organization. He gained retail appliance experience at the L. S. Ayres Department Store.

Ritter is reportedly one of the youngest appliance executives in this area.

Capital Paper Co. distributes Crosley, Thor, and other appliances.

## Dealer Lets Customer Apply Price of Used Refrigerator On Any Other Purchase If Old Box Is Not Satisfactory

DENVER — Fast turnover on traded-in refrigerators plus a rather unusual guarantee of the boxes has paved the way for a record refrigerator sales volume at Gamble's, Bayaud and Broadway Sts. here.

Gamble's sells its traded-in refrigerators on an "as is" basis, according to manager Ken Bean, and "they move out within a few hours, two days at most, after going on display."

The store offers only a 30-day guarantee when an examination of the unit indicates that there is nothing wrong with it.

"We'd prefer to guarantee them all, of course," Bean declared, "and eventually will set up a shop which can make complete repairs on anything but hermetically sealed units. But we can't risk it currently."

Customer confidence is gained, however, by telling the used refrigerator purchaser that Gamble's will allow him his full purchase price toward a new refrigerator if anything goes wrong with the used box.

"In this way, the customer can't lose," Bean pointed out, "In fact, we will allow him the full amount of the original purchase on another trade-in later on, if it proves that the original investment was a bad one. A lot of sales which were hanging fire before this offer was made have been clinched."

Bean, who was a district manager for Gamble Skogmo, before settling down to a management of the Denver outlet, reports himself amazed at the ability of the trade-in market to soak up worthwhile used refrigerators.

"Some of the salesmen have made what seem like excessive allowances as a regular thing," he grinned. "On paper it looked as though there was no possibility of profit on the new refrigerator sale."

"Invariably, however, the old box sells rapidly at a figure which not only covers the allowance and hauling expense, but frequently shows a small profit as well."

The Gamble store has an outside sales staff of six men, four specializing on major appliances, two on building materials and insulation handled by the firm.

Each man has the authority to make trade-in allowances in his own right, and is thoroughly trained in estimating sales possibilities.

"We don't do any reconditioning at all, other than cleaning up the box and examining it," Bean said. "Therefore it has been necessary to insist that the specialty men make allowances on old refrigerators only when they are in good running order and reasonably attractive."

Even with careful selection of such boxes, half of all new refrigerator sales now involve a trade-in, in place of the 10% or so which was the rule a few months ago.

"People are finding that it is more difficult to dispose of old boxes through newspaper classified advertising than before," Bean stated. "To save themselves trouble, they're looking for the dealer who offers the most profitable allowance on a new refrigerator."

"If there is any secret to our success in the refrigerator field, it is because our salesmen know their stuff when it comes to making allowances."

Gamble's doesn't mix up the old refrigerators with the new appliance display. Instead, they are hauled back from the customer's home on the same trip at which the new refrigerator is delivered, and displayed in the stockroom, where only the customer who asks for a used box ever sees them.

Selling prices range anywhere from \$50 to \$85 for serviceable, still good-looking trade-ins. Some of the salesmen on the floor keep lists of prospects and follow up by telephone when the specialty men make allowances on worthwhile boxes.

### FOR SALE OR LEASE

Modern, complete Cold Storage Plant. Located in Carlsbad, New Mexico, with four room, modern apartment attached. All YORK Freon equipment throughout. Size 60 x 160 ft. Truck level docks on both sides.

For Complete Details contact

S. D. CAPLAN, MANAGER

STANDARD OUTLET COMPANY

P. O. Box 96

Ph 5-5995

Kearns, Utah

### TORTURE TEST for REFRIGERATORS



UNLESS IT HAS FIBERGLAS\* INSULATION  
(and, by the way, the better refrigerators have)

This is an actual demonstration that has been performed many times with standard refrigerators insulated with Fiberglas...  
• A standard refrigerator door is faced with clear plastic so you can see the insulation...  
• Slammed more than 150,000 times by a special door-slam machine...  
• And the Fiberglas insulation remains unaffected.

# "OK...prove it!"

One of the national magazines slated to carry the Fiberglas\* Insulation ad, shown at the left, wanted to check this statement:

"Slammed more than 150,000 times by a special door-slam machine... and the Fiberglas Insulation remains unaffected. Not the slightest sign of settling or breaking down."

The wire shown below was immediately dispatched as preliminary evidence.

This amazing proof of durability is another reason why Fiberglas Insulation is a swell feature to have... a swell feature to sell.

Owens-Corning Fiberglas Corporation, Dept. 848, Toledo 1, Ohio. In Canada: Fiberglas Canada Limited, Toronto, Ontario.

## WESTERN UNION

JOSEPH L. EGAN, PRESIDENT

CHARGE TO THE ACCOUNT OF

INTERNATIONAL SERVICE  
Check the class of service desired; otherwise this message will be sent at the full rate.  
FULL RATE DEFERRED  
CODE NIGHT LETTER  
TIME FILED

APRIL 27, 1949

MR. \_\_\_\_\_  
NEW YORK, NEW YORK

STANDARD TEST AT GENERAL ELECTRIC ERIE PENNSYLVANIA AND WESTINGHOUSE MANSFIELD IS REQUIREMENT THAT DOOR BE SLAMMED 375,000 TIMES WITHOUT SETTLING OF INSULATION. I HAVE PERSONALLY WITNESSED THE 540,000TH SLAM AT GE AND STILL NO EVIDENCE OF SETTLING. WITH PRESENT DOOR DESIGN INSULATION INSTALLED UNDER SLIGHT COMPRESSION TO CAUSE FLUFFING INTO IRREGULAR VOIDS CAUSED BY CONTOUR OF INNER DOOR PANEL. THIS IS STANDARD PROCEDURE AT 95% OF ALL REFRIGERATOR MANUFACTURERS. CONFIRMATION CAN BE OBTAINED THROUGH \_\_\_\_\_ WESTINGHOUSE MANSFIELD OHIO OR \_\_\_\_\_ OF G. E. ERIE: CABINET ENGINEERS.

VINCENT DI MAIO — MGR. REFRIGERATOR SEC. EQUIPMENT AND APPLIANCE DIVISION OWENS-CORNING FIBERGLAS CORPORATION

OWENS-CORNING  
**FIBERGLAS**

THERMAL  
INSULATION

\*FIBERGLAS is the trademark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for a variety of products made of or with glass fibers.



**ANSUL REFRIGERANTS**

The Quality Standards of the Industry

ANSUL WHOLESALE-ALERS are ready and equipped to render an intelligent, co-operative service to refrigeration service engineers on problems which arise, from time-to-time, in the operation of refrigerating systems.

ANSUL REFRIGERANTS are the undisputed quality standards of the Refrigeration Industry... and this enviable recognition is protected and maintained by strict laboratory control of every step in the manufacture of Ansul Sulfur Dioxide and Ansul Methyl Chloride.

Every cylinder of Ansul refrigerants is individually analyzed and carefully inspected to safeguard the rigid standards of purity and dryness and to insure maximum safety in handling.

For more than a third of a century, Ansul has both pioneered and led the field in the production of sulfur dioxide for refrigeration purposes... Ansul methyl chloride has gained universal recognition in the industry for its unsurpassed quality.

**ANSUL CHEMICAL COMPANY**  
REFRIGERATION DIVISION, MARINETTE, WISCONSIN  
ANSUL SULFUR DIOXIDE, ANSUL METHYL CHLORIDE, ANSUL DIL. KINETICS "FREONS"

## New Laundromat Model To Retail at \$249.95

MANSFIELD, Ohio—A new model Westinghouse "Laundromat" automatic washer, designed for bolt-down installation and retailing for \$249.95, is being introduced in a limited test-sales area (the seven states which comprise the Westinghouse central district).

Designated as model RL-1, it has the streamlined styling of the deluxe model Laundromat, and also has the identical washing cycle, self-cleaning action, and single dial control. Styling is the same, with the distinguishing sloping front.

The new model also has the sealed-in-steel transmission with a 5-year guarantee.

## U. S. Senators May Get Cool Drinks But No New Building

WASHINGTON, D. C.—Refrigerators for the offices of U. S. Senators in the Senate Office building won the approval of the House Appropriations Committee recently.

The refrigerators and new swivel chairs are slight consolation for the senators, however. They had asked \$10,000,000 for a new office building but the committee turned them down.

The committee also decided that House members can get along without 2,000 new desk lamps, but should have new carpets.

## April Sales of Clothes Driers, Water Heaters, and Milk Coolers Set Record In West Penn Power Area

PITTSBURGH — April sales of clothes driers, water heaters, and milk coolers in the southwestern portion of Pennsylvania served by the West Penn Power Co. were greater than in any previous April on record, the utility reported recently.

The utility also reported that refrigerators, ranges, room coolers,

## Service Customers Provide Sales for Dealer Who Built Reputation for Thorough Service

### Low Floor Traffic Offset by 3,000 Satisfied Individuals

PEORIA, Ill.—"The only sound basis for sales is through service," J. W. Mathis of Mathis Refrigeration Sales, Inc. here is firmly convinced. "People will buy where they know they will get service," he added.

That is the basis on which he has built his own enterprise at 1717 N. Sheridan Rd., where he sells and services everything from central station air conditioning to domestic appliances.

Though he has been active in the refrigeration field for 25 years, Mathis has been at his present location only since 1941. Prior to that time he had worked as service manager for a large local department store for several years.

Mathis found that his service knowledge stood him in good stead during the war years, when that sort of business was absolutely necessary to survival.

He asserted that his was the only General Electric service organization in the Peoria area during the war. Making it a policy to service all types of equipment during the emergency, Mathis built up his reputation for reliable service and gradually developed a list of 3,000 service customers which he still maintains.

It is from this list that he has derived most of his postwar sales.

Mathis thinks so highly of his service reputation that he has coined the slogan, "The House that Service Built," which appears on all his stationery and direct-mail pieces.

Mathis has one salesman selling domestic appliances and another handling commercial and air conditioning.

The domestic man spends half a day in the store and the other half on the outside following up leads that he has dug up during his half day inside.

Mathis store is located in a small neighborhood shopping center and therefore does not pull a great deal of floor traffic. However, Mathis pointed out, the location was a good one for him because it was more in the geographical center of the area in which his service customers are located. As he derives most of his sales from them, he feels that floor traffic is not so important.

He does not keep the store open in the evenings and believes that the experience of other Peoria stores has proven it unprofitable to do so. He said that downtown stores have set aside Monday evenings as "family shopping night" and most of them stay open until 9 p.m.

Just to see how they were doing, he made a tour of downtown appliance stores on a recent Monday evening. He said he found that the only persons in many of the stores were the floor salesmen.

## PEI Conference Speakers Discuss Porcelain Enamel As a 'Selling Tool'

CLEVELAND—"How to Sell," and "How to Use Porcelain Enamel as a Selling Tool," were the main themes of the Third Sales Management Conference of the Porcelain Enamel Institute, held June 24, in the Carter hotel here.

The conference covered the subject of selling from company sales organization to sales at the retail level, according to PEI headquarters. During the meeting, a group of industry experts discussed how manufacturers and salesmen can successfully meet the challenge of today's competitive market.

C. D. Clawson, PEI president, opened the conference by explaining its objectives. First speaker on "How to Sell" was James J. Nance, president, Hotpoint, Inc.

Following Nance, A. Billingsley of Fuller, Smith & Ross, Cleveland advertising agency, spoke to the conference on "Advertising as a Tool for Selling."

"Selling Your Products at the Retail Level," was discussed by Dr. Lawrence F. Greenberger, director of retail training, Kaufmann's Department Stores.

W. J. Russell, vice president, Landers, Frary & Clark, talked about "Designing for Sales in 1949." Russell is in charge of all research and engineering development at Landers, Frary & Clark.

"Glamorizing Porcelain Enamel," by O. F. Depperman, Briggs Mfg. Co., was the first talk on the

afternoon theme, "How to Use Porcelain Enamel as a Selling Tool."

Speaking for women, who are influential in selecting nearly all major household fixtures and appliances, was Margaret Davidson, associate editor of *Ladies' Home Journal*. Miss Davidson's subject was, "Never Underestimate the Power of a Woman."

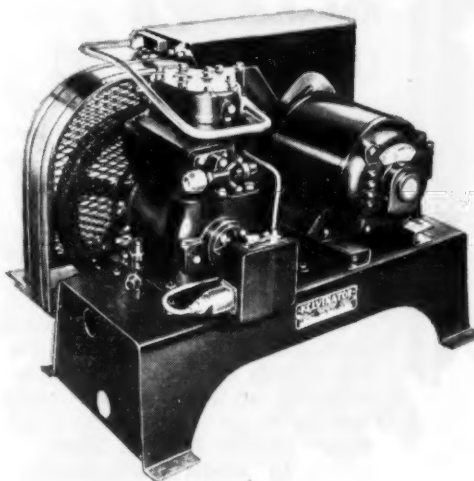
D. H. Malcom, Armco Steel Corp., gave the conference a picture of what is being accomplished by the PEI Market Development Committee, and what the Committee plans for the future.

In order to graphically illustrate the use of enameling plant equipment, Ferro Enamel Corp., Cleveland, recently developed a table-top demonstration of the entire porcelain enameling process. Dr. M. J. Bahnsen of Ferro presented his demonstration at the conference to show sales executives and retailers just what porcelain enamel is and where it gets the qualities which make it a selling feature for the major appliances and household fixtures.

## Commercial Credit Puts Kamberg In Charge of Charleston Office

CINCINNATI—Kenneth E. Kamberg, formerly manager for Commercial Credit Corp. at Omaha, Neb., has been made manager of his company's office at Charleston, W. Va., according to an announcement by W. E. Brashears, vice president and division manager here.

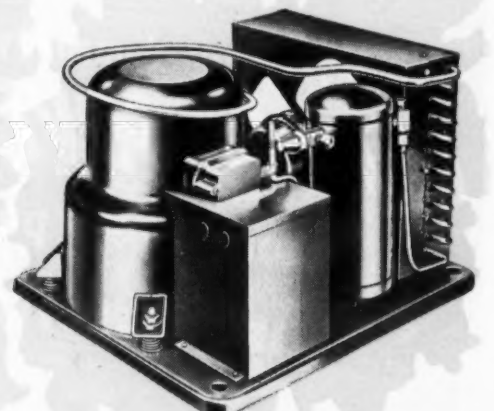
He succeeds R. A. Fieger, who resigned to open a Ford dealership in Chesapeake, W. V. Kamberg has been with Commercial Credit since 1936, except during the war years when he served with the U. S. Navy.



Kelvinator Open Type Condensing Units (1/4 H.P. to 1 H.P.)



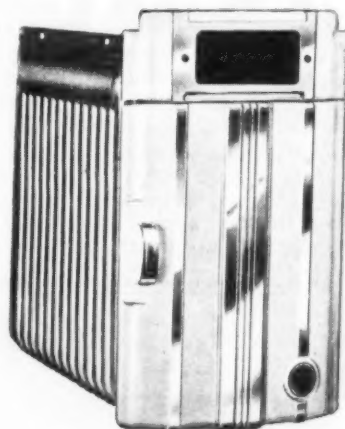
Kelvinator Water Coolers (Pressure and Bubbler types)



Kelvinator Sealed Type Condensing Units (1/4 H.P. to 1/2 H.P.)

# Kelvinator— great name—for greater sales!

Again and again, profit-minded refrigeration men choose Kelvinator—for products that are trouble-free in performance . . . competitive in price . . . backed by the name that wins an immediate welcome with users everywhere. Yes! Kelvinator is the name that *always* sells, *always* satisfies. See these quality products at your nearest Kelvinator supply depot. All types and sizes available for immediate shipment. Write, phone or stop in for quick service or helpful information. Kelvinator, Division of Nash-Kelvinator Corporation, Detroit 32, Michigan.



Kelvinator Stainless Steel Evaporators



Kelvinator Silica Gel Driers



Kelvinator Compressors (1/6 H.P. to 5 H.P.)

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**TRAINED TO SERVE YOU**

To give you better service faster . . . all RSI service men are experienced and trained to give you service as you like it—fast and to the point.

Send us an order today Use your letterhead, please

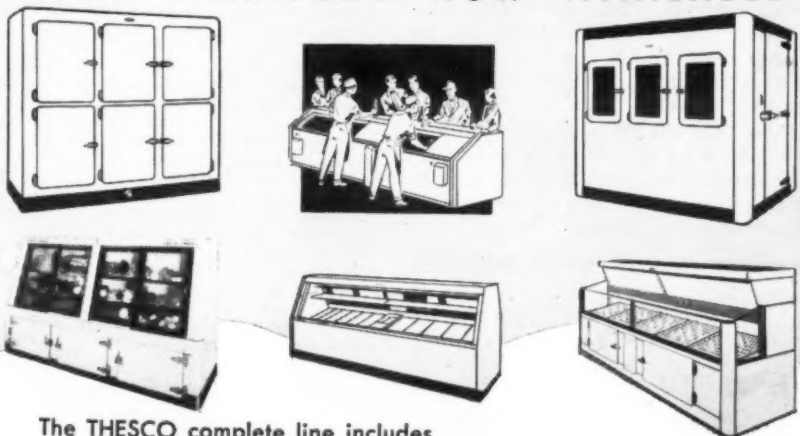
**REFRIGERATION SERVICE, INC.**  
West Coast Wholesaler since 1928  
3109 Beverly Blvd., Los Angeles 4, EX. 3111

## Bernadt Gets Engineering Post With G-E Home Laundry Div.

BRIDGEPORT, Conn.—Henry Bernadt has been appointed manufacturing engineer of the General Electric Co.'s home laundry equipment division, it has been announced by Harold Sargeant, division manager of manufacturing.

Bernadt joined General Electric in 1928 as an apprentice machinist. He was most recently supervisor of planning for the home laundry division.

## SOME TERRITORY NOW AVAILABLE



The THESCO complete line includes expandit cases and walkins that grow with the merchant's business.

**C. SCHMIDT CO.**



CINCINNATI 14, OHIO

## Everything Dovetails In Small Installation



## Room Cooler Fits Between Stock Shelves To Help Shoe Store Solve Space Problem

LINCOLN, Neb.—Remodeled a few months ago, the Thom McAn shoe store here presents the chain stores' newest ideas on how a small space can be outfitted to do a big business, according to E. L. Bailey, manager. An integral part of the new lay-out is a self-contained 5-ton Frigidaire package air conditioning unit.

Bailey pointed out that a 12½-ft. wide store offers quite a problem in providing adequate stock display space and at the same time offering an attractive and comfortable space

for shoppers. Temperature regulation is one of the major problems to be surmounted where such a small space is concerned, so McAn officials decided on year-round air conditioning. The 5-ton self-contained package unit was found to be ideal for the job of cooling, while at the same time it was hooked up with the heating unit to distribute filtered, properly humidified warm air in the winter.

Installation of the air conditioning unit was tailored to fit the stock fix-

tures, with the unit adjoining the wall fixture at the rear. It is the same height as the fixture and is blended into the stock fixtures by a coat of green paint matching the fixtures. The unit backs on the surplus stock room in the rear so that any inspection or service can be administered without disturbing patrons.

Other ideas employed to gain maximum efficiency in the small store included remodeling the front to give one large display window instead of two, and expanding the front to 15 feet instead of 12 by use of false wings. Plate glass of the new windows slopes outward from the base of the display, giving an impression of greater spaciousness, while the foyer also is enlarged. An all-glass front, including door, allows passersby an uninterrupted view of the store interior. Mirrored sidewall opposite the display window gives the effect of two windows.

The interior was lengthened to provide five more sections for stocks on wall fixtures. A double row of chairs for customers was reduced to one row as a means of providing more floor space for convenience of both customers and clerks.

A trick was borrowed from the wearing apparel field, in which horizontal stripes make the thin man or woman seem more rugged, to give the effect of breadth to the store interior. Eight fluorescent lighting fixtures were installed crosswise instead of lengthwise of the ceiling. A black ceiling with white beams also breaks up the pattern to make the room seem more spacious, and at the same time cut down deflection glare of the lighting system.

## They'll Do It (Sooner) Every Time

They'll Do It Every Time

By Jimmy Hatlo



There's an element of truth in this cartoon by Jimmy Hatlo, King Features' syndicate cartoonist, but there's a good question as to where the fault rests in air conditioning installations that have to be made after the season has arrived.

Definitely out of line, though, is the statement of the perspiring guy at the desk in the middle of the picture who is saying "We gave 'em the order last fall, so they wait for a heat wave to put it in." If the order had been placed that early, the installation would have been made long before the season came. That's where the buyer is at fault—he doesn't place his order early enough, and consequently, he often finds the installation being made at the time that air conditioning is desperately needed.

The cartoon is published with the thought that air conditioning dealers and contractors might find some use for it in the future in encouraging prospective purchasers to place their orders early.

## U.S. Counterpart of Tin Research Institute Set Up In Columbus, Ohio

COLUMBUS, Ohio—John Ireland, director, Tin Research Institute, London, England, announces the formation of Tin Research Institute, Inc., an American corporation devoted to providing free technical service to consumers of tin in the United States.

The office of the new corporation, located at 492 W. Sixth Ave., Columbus 1, will in the future, handle all inquiries or requests for technical service, while a sponsorship will be maintained at Battelle Memorial Institute to handle new researches.

Robert J. Nekervis has been appointed supervisor of metallurgical development and Robert M. MacIntosh has been appointed supervisor of chemical development in the new corporation. Both have been associated with Battelle Memorial Institute for the last eight years.

## 180-Ton Air Conditioning System In Eastern Federal Bldg. Will Have 19 Zones

NEW YORK CITY—Nineteen separate air conditioning zones are being engineered into the new Federal building now under construction at the New York International Airport here.

Guy B. Panero, head of the firm that designed the air conditioning and other mechanical systems for the \$4,500,000 three-story building, pointed out that the zoning is intended to keep the office areas, cafeteria, and other public places at about 80° F. with 50% relative humidity during the summer.

The thermostatically controlled system is supplemented by manual damper controls to allow individual regulation of temperature in outside offices, he declared.

The refrigeration system has a capacity of 180 tons and is cooled by well water taken from the ground at 55° F. at a rate of 400 g.p.m.

## Bush Mfg. Co. Dividends Range from 28 to 31 Cents

WEST HARTFORD, Conn.—Board of directors of Bush Mfg. Co. here recently declared dividends of 28½ cents per share on the 4½% cumulative convertible prior preferred stock and 31½ cents per share on the 5% non-cumulative preferred stock, according to E. M. Flannery, secretary.

Both dividends are payable July 1 to stockholders of record on June 15.

## Correction

An announcement in the May 16 issue of AIR CONDITIONING & REFRIGERATION NEWS that New York Div., Electric Products, Inc., Poughkeepsie, N. Y., has taken on distribution of the Fleetwood Airflow line of refrigerated display cases was in error, it has been pointed out by Electric Products.

Edwin J. Stoll of Electric Products said his firm has no franchise for Fleetwood Airflow equipment, "nor do we solicit any franchise at this time due to previous commitments." Electric Products is a distributor of York refrigeration equipment.

## Philco Closes Plants Prior To 2-Week Vacation Period

PHILADELPHIA — Philco Corp. closed its two refrigerator plants for one week prior to the usual two-week vacation period which begins June 27, the company announces.

The decision to close down an additional week was "in view of the return of pre-war seasonal patterns in the refrigerator industry, with retail sales hitting their peak in the second quarter." The move was also designed to keep inventories in balance with current and anticipated demand in the next few weeks, the company added.

Sales of Philco refrigerators to date this year are running ahead of a year ago, the announcement said "and factory and field inventories are in excellent shape."

## SWIFT PULLEYS AND FAN BLADES

INDUSTRIAL & VARIABLE SPEED PULLEYS

Standard equipment with most refrigeration unit manufacturers.

SOLD BY ALL BETTER JOBBERS

SWIFT MANUFACTURING CO.

1455 E. NINE MILE ROAD HAZEL PARK, MICH.

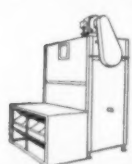


## A Complete Unit for a Complete job

You're always sure you're getting the very best in efficient, economical packaged air conditioning when you specify Governair—the original patented design!

This complete unit is easy to install—requires only simple electrical, water and duct connections. Built-in Evaporative Condenser keeps water usage down to a minimum. Governair engineering assures correct co-ordination and balance of all functions. Generously proportioned heat transfer surfaces provide maximum performance and economy.

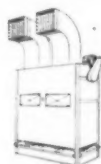
Choose Governair completely packaged air conditioners and you'll always do your best!



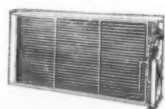
AIR CONDITIONER



EVAPORATIVE CONDENSER



UNIT COOLER



BLAST COILS FOR HEATING & COOLING

\* ORIGINATORS OF COMPLETELY PACKAGED AIR CONDITIONERS

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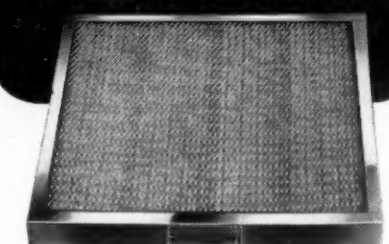
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- FULL VISION CASES
- FORMICA TOP DISPLAY CASES IN PORCELAIN
- DAIRY WALL CASES

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You'll stand in solid with the operating engineer and his boss if you recommend and install the R-P ALUMALLOY Washable Filter in every industrial air filtering or central air conditioning system! Dollars and cents savings can be figured usually in YEARS with these long-lived R-P ALUMALLOY Filters. They last, and last, maintaining their high dust-loading capacity and proven air-cleaning efficiency through many repeated washings and rechargings, year after year.

Main reason for this performance record is, of course, the unique multi-layered R-P ALUMALLOY filter media, with its effective "air-scrubbing" baffle pattern. It catches and holds more dirt, dust, soot and pollen with minimum air resistance. That means less frequent cleaning and better air circulation.

Pass this cost-saving good news on to YOUR customers! Help them prove the benefits of R-P ALUMALLOY Industrial Washable Air Filters. Get all the facts from your R-P Dealer or write for R-P Techni-Data Sheets.

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RP FILTERS... for FINER LIVING

Chosen as standard equipment by leading manufacturers

## Direct Activities In REWA'S Region No. 5



(Photo by Austin Jones, Kerotest Co.)

L. to r. are E. L. Semeyn, secretary and treasurer; Ned Mason, director for 3 years; and John Blair, chairman, who were recently elected by the region 5, Rewa at an outing at Port Huron, Mich.

## Other Industries Study Court Ruling Against Standard Oil's 'Exclusive Dealing' Contracts

WASHINGTON, D. C.—The Supreme Court's recent five-to-four decision that Standard Oil Co. of California's "exclusive dealing" contracts with 6,000 independent gas station operators in seven western states are illegal was being studied this week by other industries which have similar sales arrangements.

The high court's ruling upheld the government's anti-trust suit against the oil company and a decision by a Los Angeles District Court.

Under the Standard Oil contracts, dealers were not allowed to purchase products from Standard's competitors, the government charged. In addition, they could buy only gasoline, oil, and auto accessories sold or approved by the company.

## ADMITS USING CONTRACT

While admitting the use of the contracts, Standard and its subsidiary, Standard Stations, denied anti-trust violation. They argued that the same type of contract was used by other gas companies, that the contracts resulted from competition, and that competition in the area was still extremely aggressive in spite of the contracts.

According to the government, annual sales of the stations in question totaled more than \$66,000,000. This, the government held, was a sizeable market from which competitors were excluded.

Justice Frankfurter, who delivered the Supreme Court's opinion, said that even assuming Standard's competitive position had not been improved by the contracts and even assuming that the company does not dominate the market, "it is possible that its position would have deteriorated but for the adoption of that system."

"When it is remembered that all

the other major suppliers have been using these contracts, and when it is noted that the relative share of the business which fell to each has remained about the same during the period of their use, it would not be far-fetched to infer that their use has been to enable the average suppliers individually to maintain their own standing and at the same time collectively, even though not collusively, to prevent a late arrival from wresting away more than an insignificant portion of the market."

He said that "if in fact it is economically desirable for service stations to confine themselves to the sale of petroleum products of a single supplier, they will continue to do so, though not bound by contract. We conclude therefore that the anti-trust law requirement is satisfied by proof that competition has been foreclosed in a substantial share of the line of commerce affected."

At another point, Justice Frankfurter pointed out that Standard sold gasoline through independent service station operators as agents prior to using the exclusive-dealing contracts. The company, he declared, "might revert to this system if the judgment below were sustained."

## SUBSIDIARY STATIONS

"Or it might as opportunity presents itself add service stations to the number operated by its subsidiary, Standard Stations. From the point of view of maintaining or extending competitive advantage, either of these alternatives would be just as effective as the use of requirement contracts, although insofar as they resulted in a tendency to monopoly they might encounter the anti-monopoly provisions of the Sherman Act."

This part of the opinion in particular was criticized by Justice Douglas, who agreed with the court's decision but objected to its reasoning. In a separate opinion, he averred that the ruling "sets the stage for Standard and other oil companies to build service-station empires of their own," and even tells the oil companies "how they can with impunity build their empires."

The majority opinion, Justice Douglas said, suggests a formula for use of the "agency" device. In effect, he stated, that means "acquisition of filling stations by subsidiary corporations of the oil company." And that in turn means "the small independent businessman will be supplanted by clerks," he added.

## Fresh Vegetable Volume Up 30% After Installing New Refrigerated Case

ST. LOUIS—A small, neighborhood market here increased its fresh vegetable sales volume by 30% and reduced fresh produce trim and dehydration losses as much as 50% since it replaced old-style dry merchandising racks with a modern self-serve refrigerated case, according to a member of the firm.

The case is a 10-ft., double-duty Frigidaire display and storage unit. It was installed in the J. B. Lehmkuhl Market, which has been family-owned and operated at the same location for more than 36 years.

The fixture is refrigerated by a rotary-type sealed "Meter-Miser" unit suspended from the ceiling of the basement below. This novel installation approach was developed by J. J. Tenge, a Frigidaire commercial dealer in St. Louis, to conserve floor area for storage of bulky items.

Along with having nearly 20 sq. ft. of refrigerated display shelf area, the case has a storage capacity below of more than 25 cu. ft. In addition, the flat counter-top can be utilized for such tie-in items as salad oils and mayonnaise.

Cold moist air is supplied by two dry expansion type gravity cooling coils. Gutters, located below the cooling units, carry water to the drain.

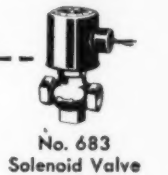
## Quigley's To Sell Frigidaire

MOBILE, Ala.—Quigley's, 600 St. Louis St., has been appointed dealer for Frigidaire refrigerators, the firm announced recently.

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**DETROIT CERTIFIED VALVES and CONTROLS**

THE ONLY NAME  
THAT BRINGS YOU  
**ALL 3**

For One Convenient Source  
Deal with Authorized  
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Division of AMERICAN RADIATOR &  
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CANADIAN REPRESENTATIVE: RAILWAY  
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CONTROLS • ENGINE SAFETY CONTROLS •  
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Serving home and industry AMERICAN-STANDARD • AMERICAN BLOWER • CHURCH SEATS  
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# Will it Sell?

That is the all important question to ask about the Refrigerated Display Equipment you handle.

You can answer that question by asking 8 more . . . they are:

- 1 Is it well made, and properly engineered?
- 2 Is it designed for efficient modern merchandising?
- 3 Is it backed by good, adequate advertising?
- 4 Is the producing company substantial financially and capable of producing?
- 5 What selling aids does the company offer?
- 6 Is it competitively priced?
- 7 Who are the people at the head of the company . . . reputable? experienced? friendly?
- 8 Do I have to supplement the line or will the one company furnish most types of equipment and parts?

Ask these questions of any equipment before you handle it. Ask them of your present equipment. If there is a weakness in the answers, then there is a weakness in the ultimate answer to the main question . . . WILL IT SELL?

We would like to have you ask these questions about Super-Cold equipment. We would like the opportunity of answering them completely and truthfully. Will you let us? Just mail the coupon below, and we'll give you full information. There is no obligation, of course.

NOTE: Inquiries from out of U.S.A. should be addressed to: International Division, or use Cable Address, "Supercold."

The Super-Cold Corporation  
1020 E. 59th St., Los Angeles 34, Calif.

Gentlemen:

Please furnish me with details on your new Super-Cold franchise.

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GUARDIAN OF  
Flavor  
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**SUPER-COLD**  
Refrigeration

COMPLETE FOOD STORE REFRIGERATION UNDER ONE GREAT NAME



If You're Interested in Refrigeration  
You'll want a copy of the new

**DEPENDABOOK No. 150**

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**Parts Catalog**

DEPENDABOOK Number 150 is jammed full of illustrated refrigeration parts and supplies at rock-bottom prices . . . Depend on the DEPENDABOOK. Write for your copy.



**The HARRY ALTER CO.**  
1728 S. MICHIGAN AVE., CHICAGO 16, ILL.  
134 LAFAYETTE ST., NEW YORK 13, N. Y.

WHOLESALE  
ONLY

## 3,510 Consumers Sampled In 12 Cities

## Poll Finds Appliance Demand Not Much Below '48

WASHINGTON, D. C.—A survey made for the Federal Reserve Board indicates that the 1949 market for refrigerators, radios, washing machines, and furniture is at a level "not much below the record set in 1948," the board reported.

Questions asked in 3,510 interviews with "spending units" in the 12 largest metropolitan areas and 54 other counties produced these results, among others, regarding consumer buying attitudes:

Approximately 5.7% anticipated buying refrigerators at an average price of \$240. This compares with 6.2% who intended to do so last year and 10.8% who actually did.

About 2.7% planned to buy washing machines, against 3% a year ago. Around 6% did purchase them in 1948.

About 3.7% expected to buy radios, compared to 4.8% last year. They planned to pay an average price of \$90. Approximately 9.6% actually bought radios a year ago.

Although the television market was not surveyed in previous years, the board said the number of prospective buyers seems to be double the number of actual buyers in 1948. The survey also revealed that between 3,600,000 and 5,100,000 families plan to buy automobiles, compared with 3,100,000 who bought last year, and about 1,000,000 expect to buy new houses, compared with 800,000 actually doing so in 1948.

The survey results were not presented as a forecast of how much

merchandise consumers will actually purchase. Many of those interviewed said their decision to buy would depend on prices, quality, and the economic outlook.

In connection with the survey, the Research Board noted that slumping appliance sales have been stimulated by price reductions. It added:

"There is no doubt that the more urgent consumer demands for durable goods have now been filled and it may be that experience during the first half of 1949 reflects mainly increased sensitiveness in the markets to quality, design, and price considerations.

"In the broadest sense of merchandising—i.e., producing and selling products of the price, style, and quality that consumers are most able and willing to buy—the present situation would appear to highlight

the need for more aggressive merchandising programs on the part of many manufacturers, distributors, and retailers to tap latent consumer demand."

The survey was made between Jan. 1 and March 15 by the Institute for Social Research of the University of Michigan. Another survey will be made next month to determine whether or not consumer buying attitudes have changed in the meantime.

In brief, here are some of the other survey findings:

More than half the "spending units"—a single buyer or two or more persons who have pooled their funds—reported an increase in income in 1948. Only one in five was earning less.

Most of those reporting higher incomes earned less than \$4,000 in 1947. Decreases in earnings accrued more often in the higher-income brackets than in the lower brackets.

Almost half of those questioned were earning at least \$3,000 a year. An increase of around 3,500,000 "spending units" in this \$3,000-plus group since 1947 was thus indicated by the survey.

Approximately 57% of the interviewees did not have mortgages on their homes.

About 47% were optimistic of the future, compared with 41% last July and 74% early last year. But 25% of this group qualified their outlook with such reservations as, "if prices come down or don't go higher."

## Dealer's Contest Taps Demand

TORONTO, Ont., Can.—Hedges Brothers here, promoted range sales recently by staging an Old Range Round-Up. The firm offered a new \$185 gas range to the persons owning the oldest gas range in use in Toronto and York County.

To enter the contest, participants registered their old range by coming to the store or by mailing in a newspaper coupon. Three electric kettles, valued at \$12.95 each, were offered as consolation prizes.

## Laundry Package

Store Sale Offers Group Of Washday Items for \$99

CINCINNATI—Consumers in the Cincinnati area were offered a full-size Speed Queen washer, an 18-piece Cannon towel set, a folding clothes basket, 24 packages of Rinso, and a box of 60 clothes pins—all for \$99.95—during a 15-day sale.

A newspaper advertisement announcing the sale and urging readers to "see your dealer at once" was run by The York Supply Co., wholesale distributor. According to the copy, the sale was in celebration of the washer manufacturer's 41st anniversary.

Total retail value of the five articles was listed as \$109.50. Individual values were given as follows: No. 448 washer, \$89.95; towel set, \$8.50; clothes basket, \$6.95; Rinso, \$3.60; clothes pins, 50 cents.

## Apex Shifts Dishwasher Output to Cleveland Plant

CLEVELAND—Production of the Apex automatic dishwasher is currently being shifted from the firm's Jackson, Mich. plant to its plant here, C. G. Frantz, president of Apex Electrical Mfg. Co., announced recently.

Frantz said that the Cleveland plant has "ideal facilities" for the manufacture of these units. Certain equipment, however, is being moved here from Jackson.

Production is expected to get under way within several weeks, Frantz indicated.

He also said that the company is now tooling for a new combination sink and dishwasher unit for production here. Production on this item should start in several months time.

## Booklets Apply Basic Kitchen Layout Formula To Eastern U. S. Homes

PITTSBURGH—A bulletin entitled "How to Make Your House the Hit of the Home Show" and a 24-page booklet entitled "Planning Book for Electrical Living Homes" have been announced by the Better Homes Bureau of Westinghouse Electric Corp.

The booklet is intended to provide the latest information on the proper planning of kitchens in which work centers of modern electrical equipment, storage cabinets, and counter surfaces are logically arranged for a smooth flow of work.

The formulas are illustrated by layouts of "economy" and "ideal" kitchens which can easily be adapted to "L," "U," two-wall, and other kitchen shapes. Laundry layouts are also included.

In the booklet are illustrations of the exteriors and interiors, floor plans, and wiring diagrams of four "Electrical Living Homes" which were constructed in New England to show how the basic formulas are put into actual practice in houses ranging from \$12,000 to \$25,000.

Also included are suggestions for lighting and details and diagrams of simplified fuseless wiring systems. The book further explains how, under a package mortgage complete electrical equipment can be included at a small additional monthly cost.

Copies of the planning book and idea bulletin can be obtained free of charge from the Better Homes Bureau, Westinghouse Electric Corp., 511 Wood St., P.O. Box 868 here.

## W.T. Grant Store Adds Hotpoint

ATLANTA—The complete line of Hotpoint appliances has been added by the W. T. Grant Co. store here, according to Manager Thomas Irwin.

**WILSON**  
REFRIGERATION, INC.  
• FARM AND HOME FREEZERS  
• REACH-IN REFRIGERATORS  
• WALK-IN REFRIGERATORS  
• FARM MILK COOLERS

DIVISION OF WILSON CABINET CO., INC.  
SMYRNA • DELAWARE

## Rand Awarded Patent for Collapsible Tub Washer Used In Bendix 'Economat'

WASHINGTON, D. C.—Henry J. Rand has just been awarded a patent covering his collapsible tub washer that squeezes the water out of the clothes by vacuum pressure, it was announced here recently.

Rand's washer forms the basis of the new "Economat" automatic washer introduced to the public early this month by Bendix Home Appliances Inc.

Rand had assigned his patent, No. 2,472,682, to the Henry J. Rand Washing Machine Co. of Cleveland, which Bendix purchased early in 1948.

Rand's patented device was a washing machine whose tub was equipped with a collapsible liner. Washing would be performed in the conventional manner, but when completed, an air pump would draw the air out of the tub, causing the lining to collapse and squeeze the water out of the clothes. The pressure would then drive the water out of the tub through a drain in the bottom.

The Economat, however, has been refined so that the entire tub, made of a rubber composition called metaxaloy, collapses and squeezes the clothes against the centrally mounted agitator. Water is forced up over the top of the agitator and is drained off through the agitator's hollow center.

## Fiberglas Names Smith To Head Merchandising

TOLEDO, Ohio—E. W. Pat Smith has been appointed director of merchandising of Owens-Corning Fiberglas Corp., it was announced by Ben S. Wright, vice president and general sales manager.

Smith, who joined Fiberglas Corp. in April as special assistant to the general sales manager, was formerly vice president for sales of the Philip Carey Mfg. Co.

Working with Smith are Tyler S. Rogers, technical editor and manager of Fiberglas Standards publications; Stephen J. Daly, advertising manager of the General Products Division; and Philip Linne, in charge of Fiberglas displays and exhibits.

Edward C. Ames, who has been director of advertising on an interim basis for two years, was named director of public relations and publicity.

## Dorothy Clure Gets Post In Gibson Home Ec Dept.

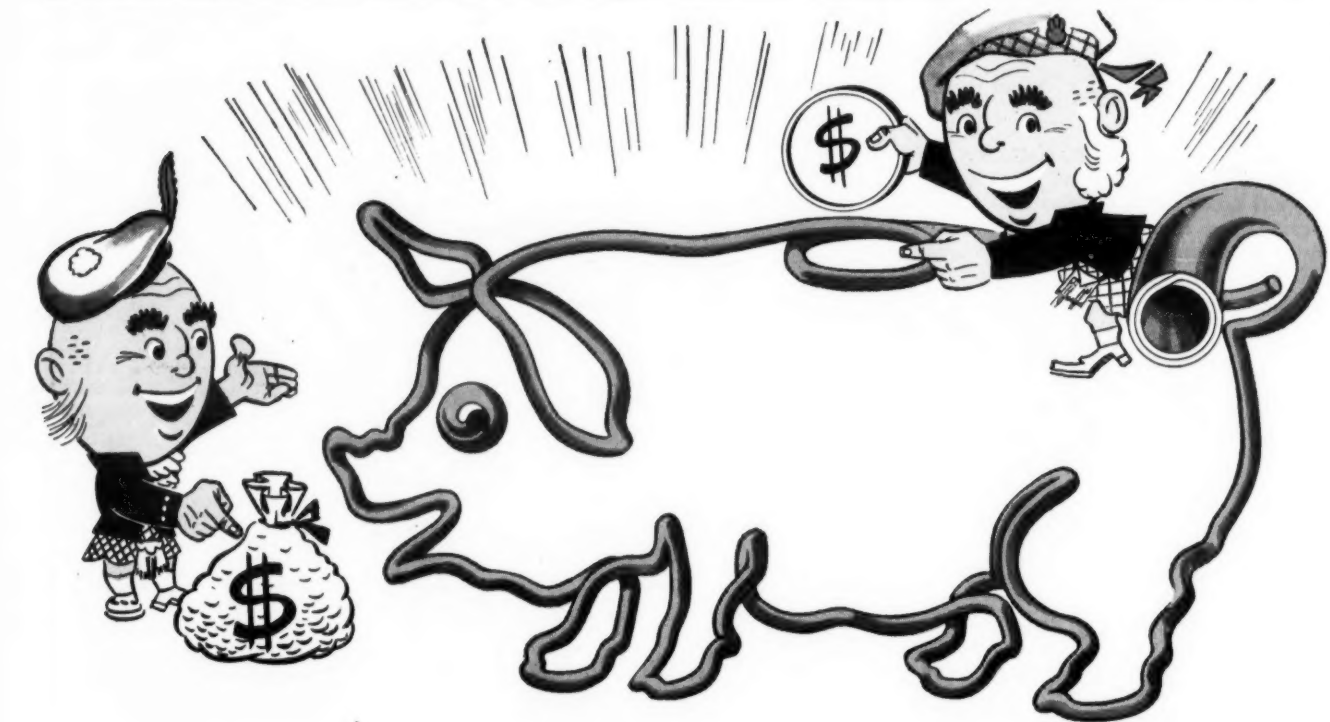
GREENVILLE, Mich.—Appointment of Dorothy Clure to head the Gibson Refrigerator Co.'s home economics department was announced recently by J. L. Johnson, Gibson general sales manager.

"Miss Clure is now working with the Gibson engineering staff under Chief Engineer H. E. Rosebrook, in the development of new product ideas," Johnson declared.

"She will concentrate on product testing and product development in the first stage of our program."

All phases of research, sales training, product demonstration, and food preparation counsel are included among activities planned by the Gibson home economics department.

After graduation Miss Clure was employed by Commonwealth Edison Co., Chicago, and later moved to Evaporated Milk Association, Chicago.



# Bank on Bundyweld for better refrigeration tubing

Manufacturers of refrigeration equipment know that Bundyweld\* Steel Tubing pays off all down the line in compressor lines, connecting tubes and condenser and evaporator coils.

For Bundyweld is double-walled from a single strip and copper-brazed throughout 360 degrees of wall contact... more leakproof than practically any other type of tubing, as proved by halogen vapor leak detectors, accurate for leaks as small as 1/100th of an ounce a year!

That means the absolute minimum in rejects from the field, more dependable performance in the finished product and major savings on tubing from start to finish.

Too, Bundyweld Tubing is extra-strong, yet thinner-walled. And thinner walls mean faster-cooling. It's ductile, readily

bent without collapsing structurally, a cinch to fabricate and the initial cost is low. No other tubing offers all its advantages, for Bundyweld is made by a patented process.

If you aren't using Bundyweld Steel Tubing you ought to be, now, more than ever, when every part must contribute a plus for you in the buyer's market looming up. For information or help on a tubing question, contact your near-by Bundy representative among those listed below, or write direct to: Bundy Tubing Company, Detroit 14, Michigan.

## BUNDY TUBING

ENGINEERED TO YOUR EXPECTATIONS  
REG. U. S. PAT. OFF.

## WHY BUNDYWELD IS BETTER TUBING

1 Bundyweld Tubing, made by a patented process, is entirely different from any other tubing. It starts as a single strip of basic metal, coated with a bonding metal.

2 This strip is continuously rolled twice laterally into tubular form. Walls of uniform thickness and concentricity are assured by close-tolerance, cold-rolled strip.

3 Next, a heating process fuses bonding metal to basic metal. Cooled, the double walls have become a strong ductile tube, free from scale, held to close dimensions.

4 Bundyweld comes in standard sizes, up to 3/4" O.D. in steel (copper or tin coated), Monel or nickel. For tubing of other sizes or metals, call or write Bundy.

## BUNDY TUBING DISTRIBUTORS AND REPRESENTATIVES

Cambridge 42, Mass.: Austin-Hastings Co., Inc., 226 Binney St. • Chattanooga 2, Tenn.: Peirson-Deekins Co., 823-824 Chattanooga Bank Bldg.  
Chicago 32, Ill.: Lapham-Hickey Co., 3333 W. 47th Place • Elizabeth, New Jersey: A. B. Murray Co., Inc., Post Office Box 476 • Philadelphia 3, Penn.: Rutan & Co., 404 Architects Bldg. • San Francisco 10, Calif.: Pacific Metals Co., Ltd., 3100 19th St. • Seattle 4, Wash.: Eagle Metals Co., 3628 E. Marginal Way • Toronto 5, Ontario, Canada: Alloy Metal Sales, Ltd., 881 Bay St.

BUNDYWELD NICKEL AND MONEL TUBING IS SOLD BY DISTRIBUTORS OF NICKEL AND NICKEL ALLOYS IN PRINCIPAL CITIES.

**SHANK REFRIGERATION PRODUCTS**  
**BEST QUALITY DUST-FREE SILICA**  
used in all  
**SHANK DEHYDRATORS**  
Always fresh, highest quality Silica Gel for better drying—will not powder. Leakproof. Copper tubing—brass fittings—felt filter. 1" & 2" O.D.  
LESS COSTLY TO REPLACE THAN REFILL  
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Stocked by leading jobbers. Write us for details.  
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# Maintenance Contracts Pay Off Despite Drawbacks

## Finding Skilled Men To Handle Messy Check-Ups Is Problem, Peoria Firm Says

PEORIA, Ill.—“There is a continuing demand for maintenance contract servicing by our customers,” reports Baker & Hauser, commercial refrigeration installation and servicing firm here.

Established three years ago, the firm is headed by Jess F. Baker and Harry Hauser, both veteran refrigeration men who concentrate on commercial and air conditioning.

Maintenance contracts, however, are not too important in this firm's operations.

“We've had several for more than a year, making money on some, losing on others,” explain the partners. “We haven't given up any customers on it, and none of them have canceled it out on us.”

There are several problems faced by the small firm that tackles maintenance contract work, these men have found.

“You can't send just any man out on contract service,” points out Baker. “The man has to be good. When he makes his monthly inspection, he has to be able to see a lot of things that might go wrong.”

“But a good serviceman who can do this type of job right doesn't like it. Cleaning up the various parts of the system, checking everything over, and oiling mean it's a dirty job, a very dirty job, and the serviceman smart enough to do it right naturally doesn't want to get into a dirty job.”

“Sometimes emergency service calls that must be handled promptly interfere with our maintenance contracts, but so far, at least, there have been no complaints from customers about this,” Baker said.

“Before you sign up maintenance contracts you must also know your

jobs, or you'll lose your shirt,” he emphasized. “This requires either having worked on the equipment before, or making a thorough inspection of the system as it now stands.”

On maintenance contracts Baker & Hauser uses the conventional method of figuring the charges. The customer pays a flat rate for the maintenance service, and is charged extra should it be necessary to replace parts.

“If we really promoted contract servicing we'd probably need two more servicemen for this alone,” Baker comments.

At the present time the firm has three servicemen, who with Baker, Hauser, and Art Hari, the office manager, comprise the organization.

A salesman or two will probably be added in the near future, however, because the firm recently acquired a McCray franchise. Previously the firm had no franchised lines. Primarily a service firm, it managed to obtain such equipment as it needed whenever a sales opportunity arose.

Sales of both commercial refrigeration and air conditioning have taken on more interest for the firm in recent months, however, Baker reports. One of the largest installations made thus far went into a new independent supermarket built on the outskirts of Peoria by Hausam Bros.

Here four cases, three of which were open self-serve models for frozen foods, pre-packaged meats, and dairy products, plus a large McCray walk-in cooler were installed by Baker & Hauser.

To power these jobs six Copeland air and water-cooled condensing units were mounted on a platform in the partial basement under the market. Two 1-hp. units, two  $\frac{3}{4}$ 's, and two  $\frac{1}{2}$ 's were employed.

And Chuck Hausam, one of the brothers who operates the market, is now seriously thinking about adding some air conditioning equipment.

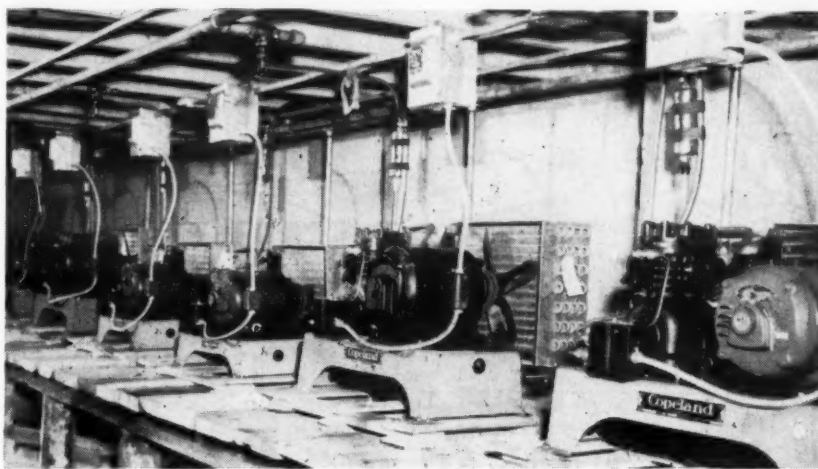
If this goes through, perhaps there'll be another sale chalked up for this growing firm. Indicative of how Baker & Hauser has expanded is the fact that it started out in one partner's home in 1946, then moved to an 18 by 35-ft. building, and last year into their own 25 by 60-ft. building.

“It seemed like a lot of room when we first moved into our own building last summer, but it still isn't big enough,” Baker is pleased to say.



LEFT: One of the largest installations made yet by the relatively small firm of Baker & Hauser in Peoria (specializing in commercial service), involved several McCray open cases and a walk-in for Hausam Bros.' independent supermarket. While Jess Baker checks the condition of the meat and produce on display, C. E. Murphy (left), McCray district sales manager, gets a user's reaction from Chuck Hausam.

BELOW: These six Copeland machines were installed by Baker & Hauser to handle the load in the Hausam Bros. supermarket.



## SERVICE MEN...

## HARDWARE REPLACEMENT

means more sales...easy sales...good profit

in addition to your time and service charges

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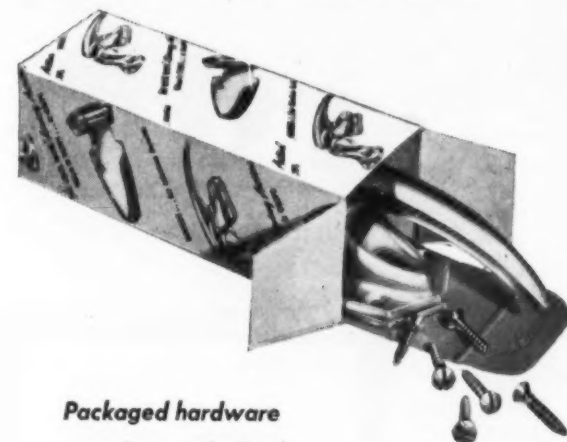
There's a big market for hardware replacement business right in your own city. Worn locks, strikes, and hinges mean poor refrigeration... you can replace them quickly, easily, profitably with Grand Rapids Brass packaged units. In addition to your time and service charges, every \$20.00 sale of Grand Rapids Brass replacement hardware means \$8.00 profit for you!

Be sure of satisfied customers. Beautifully designed chrome-plated hinges operate smoothly on self-lubricating oilite bearings and stainless steel pins. Install these units and insure complete customer satisfaction. Take advantage of this profit opportunity. See your jobber today.



Assembly No. 4722-10

“THE LOCK WITH LIVING ACTION” —WHEN IT TRIPS IT GRIPS.



Packaged hardware complete with chrome-plated brass screws.

## Grand Rapids Brass

COMPANY

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“Your Best Source of Supply”

## They'll Do It Every Time . . . . By Jimmy Hatlo



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This cop has the situation well in hand, and so have Carrier Compressors when it comes to keeping oil from robbing a refrigerant of its cooling effect. And that's mighty important to your customers. It means the kind of refrigeration installation they want.

Where ordinary compressors let oil steal into the refrigerating coil, Carrier Compressors keep it where it belongs—in the crankcase. They accomplish this by a series of Carrier-engineered steps, among them: an unusually large suction manifold . . . a 90° turn in the gas flow . . . an oil return check valve between the suction manifold and the crank-

case. As a result, they deliver efficient, low-cost refrigeration from the start—and year after year.

For the best job—the kind of job that leads to more installations for you—put in Carrier balanced refrigeration. Carrier Compressors and Carrier Cold Diffusers are designed and precision-built to team together for maximum refrigeration at minimum cost. Carrier know-how, developed through long years of research and practical experience in the field, assures you of outstanding equipment. Write for the Carrier Compressor Catalog CR240 or the Carrier Cold Diffuser Catalog CR241. Carrier Corporation, Syracuse, New York.

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## What's Wrong With Today's Salesmen

(Concluded from page 1)

"The woman, her curiosity aroused, agreed. The conversation then went something like this:

"'You remember when we let you have your refrigerator back in 1947?' (The question was deliberately phrased this way to put a sense of obligation on the customer, Carden said.)

"'Yes, I remember.'

"'Have you bought any appliances since?'

"'Yes. I bought an automatic washer, a water heater, a mixer, and a few other things.'

"'Did you buy any of them in this store?'

"'No.'

"'Did you have any reason for not buying here?'

"'No. Nobody asked me to buy here.'

"'Didn't you feel obligated to buy here after we let you have your refrigerator when you needed it?'

"'No. I paid for it, didn't I?'

"'That,' Carden declared, 'is convincing proof to me that prospects are no good unless they are followed up immediately. That woman probably would have made all her purchases here if someone had simply asked her to buy.'

"'Salesmen today are afraid to follow up a prospect. When one comes into the store and looks interested in an appliance, the salesman takes her word that she will come back tomorrow. He can think of a million excuses for not going out to see her. But she won't always come back tomorrow. She might drop in another store and the salesman there may take more initiative in following her up. When the prospect walks out the door, the salesman should plan on seeing that woman in her home that night. No later anyway than the next day.

"'Today's salesmen, however, won't learn to do that. They would rather wait for her to come back. She might get mad if they show up at her house so soon after she leaves the store.'

That's the clue, right there. The younger generation of business apprentices, as we've observed these latter, have a sense of reticence and false modesty which is "socially" becoming in its way, but which is a handicap to their careers.

How did they get that way? What makes 'em flinch from asking for the order?

They were educated that way. For more than two decades writers and professors have derided salesmanship, advertising, and business. The go-getter has been ridiculed and the businessman scorned.

The oncoming generations have been taught self-effacement. They've been molded into "socially conscious" groups. Individualism has been pounded out of 'em.

No wonder they're poor material for sales training courses. The occasional lad who does rise above his negative conditioning to become a positive force in the business world ought to be congratulated and kudoed.

We shouldn't give up hope, however. These lads are normal human beings. They love fun and excitement. And selling is fun and excitement!

These young fellows can be re-educated. To help do that job we immodestly offer our new book, "It's a Great Life." It tries to capture that spirit of fun and excitement and achievement which is the essence of salesmanship, and infuse it into the minds and hearts of young readers.

And we are not afraid to ask you for the order. Price: only \$2.50. Don't delay! Order today!

## Streamlined Handling Helps Wholesaler Triple Business

CHICAGO—A streamlined movement of supplies from receiving dock to shipping or willcall counter is the outstanding feature of the new Fred C. Kramer Co. plant recently opened at 128-138 S. Paulina St. here.

The refrigeration, air conditioning, and heating supplies wholesaling firm had built the new 27,000 sq. ft. plant to be able to expand his business to three times its present size and still attain greater efficiency and speed in handling orders, according to president Fred C. Kramer.

Special feature of the new structure is the pipe shop that is said to be the first of its kind to employ the services of an electric overhead crane to move and stack pipe.

The shop is equipped with the latest model pipecutting and threading machinery, all served by the overhead crane. Special wood block flooring is provided for the safety of men and materials. The shop is



equipped to make nipples to almost any length desired, Kramer declared. Another feature is a self-feeding

fitting bit 8 ft. high. This Kramer designed bin is fed from the top by a lift truck but delivers the fittings

at shoulder height to order fillers, thus eliminating ladder climbing.

There are ample bins for current supplies of all standard sizes of brass, steel, and wrought iron pipes and fittings, Kramer said.

The soundproofed general office, measuring approximately 60 by 120 ft., has all departments located in

LEFT: At an open house sponsored by Kramer Co. guests had a chance to inspect its new facilities at close quarters.

one open room for greater operating efficiency.

According to Kramer, many of the time and space saving features were the ideas of the company staff. That staff includes Harry G. Johnson, sales manager, and A. L. Sullivan, plant manager.

The company was founded in 1919 by the late Fred C. Kramer, father of the president.

## Canadian Subsidiary of Hussmann To Build Larger Plant All on One Floor

BRANTFORD, Ont., Can.—A new and larger plant of Ruddy Freeborn Co., Ltd., Canadian subsidiary of Hussmann Refrigerator Co., will be built on a 26-acre site here, it was announced jointly by W. B. McMillan, president of Hussmann, and W. J. Freeborn, president of the Canadian firm.

The officials said the site had been purchased in order to take care of the steadily-increasing demands for the company's lines.

"Construction will commence immediately on what will be the most modern plant on the continent for the manufacture of commercial refrigerator cases," they stated.

The factory will be built on the unit plan and will be all on one floor. Additional machinery, tools, and equipment have been ordered for the new plant to make it "one completely integrated production unit."

It was pointed out that the Brantford company, while merged with the American concern, still retains its own identity and pursues its established distribution policy.

## 25 Years' Production Refinements Seen Giving Refrigerator Owner More for Money

NEW YORK CITY—During the past quarter century, the household mechanical refrigerator has changed from an expensive luxury to a fair-priced necessity, D. C. McCoy of the Frigidaire Div., General Motors Corp., told the New York Chapter of the American Society of Refrigerating Engineers recently.

"New models are available for every price and purpose," he said. "Families with modest incomes can afford a new mechanical refrigerator. Good reliable used equipment is now available and will be increasingly available for those having low incomes."

McCoy demonstrated for the group the increase in the number of features as compared with the decrease in price over the past 25 years.

"This difference between price and features is the true value received," he declared. "If it were possible somehow to evaluate features in terms of dollars instead of points, the situation would be even more startling. The increase in price would be infinitesimal compared to the increased value received."

"The refrigeration industry can be truly proud of what it has done to furnish the housewife with an outstanding piece of equipment at a reasonable price."

McCoy compared the advantages of a 1949 Frigidaire refrigerator with 1925 and 1926 models. In 1925 a 9-cu. ft. refrigerator required plumbing connections because the compressor was water cooled. The refrigerating system was difficult to service, sulphur dioxide was the refrigerant, the cabinet was wood, and, in general, the mechanism was clumsy and space consuming with many service problems. The installed price was \$725.

"In spite of all this," McCoy said, "it was an excellent mechanical refrigerator and a surprising number of them are still rendering satisfactory service today."

"The 1926 model showed a decided improvement and was the first 'plug-in' type as is known today. Metal was used in the cabinet, the mechanism was smaller, doors were full length, and service problems were decreased. The installed price was \$520, a drop of \$205 in one year."

"Today's IL-100 Cold-Wall Imperial refrigerator, the highest-priced model we make, has separate compartments for frozen and fresh foods, sealed rotary compressor, convenient

cold control, porcelain food compartment, beauty and styling, a full-width hydrator for fruits and vegetables, simple ice trays, and the Cold-Wall principle of moist storage which makes food covering unnecessary. Price is \$449.75. There are other models as low as \$189.75."

McCoy also pointed out the large number of parts necessary to build a modern refrigerator.

"One of Frigidaire's recent models, the MJ-7, requires 247 finished parts and assemblies that we obtain outside of our own plant, such as screws, wiring, and glass items; 158 more items must be secured for conversion into 201 finished parts in our plant."

"When we are ready to start building one of these refrigerators, 448 items must be in the proper place on our assembly line, accompanied by the necessary men and women to put them together."

## Ice Group Prepares To Fight Competition of Automatic Cube Makers

WASHINGTON, D. C.—Automatic ice cube makers have been recognized as "vigorous, resourceful, and determined" competition by the National Associations of Ice Industries, here.

The association, which says it has been studying this new competition for more than two years, has rallied all its forces to meet this challenge to the "most profitable and promising part of the ice business."

The result is a kit of sales aids, called "Amunition to Meet New Competition," which the association has mailed to all its members.

The kit is said to consist of "Ice Cost Analysis Sheets" and an accompanying explanation, "Analyzing Costs of Making Ice in 'Automatic' Ice Makers"; a booklet called "Let's Look At The Facts"; and an over-all marketing plan called "Meeting Automatic Ice Maker Competition."

The association said that it also has prepared a series of positive advertisements to be carried in national publications in the commercial field, and which can be utilized locally.

These kits are available to association members only.

## Little Rock Parts Firm Opens

LITTLE ROCK, Ark.—Refrigeration and Electric Supply Co., wholesaler of air conditioning and refrigeration supplies, has opened for business at 1509 Louisiana St. here.

## Newark Partners Break Up

NEWARK, N. J.—Joseph Schiller has announced that he is no longer a partner of Sidney J. Siegel in the operation of Jay Refrigeration Co. here. Siegel will operate the business under the same name as sole proprietor.

## Weekley Named Head of New Jacksonville RSES

JACKSONVILLE, Fla.—F. A. Weekley is president of the recently organized RSES of Jacksonville.

He received the local chapter's charter from J. D. Nall, Miami, vice president of RSES International.

H. R. Vining is first vice president; K. Crocker, second vice president; W. W. Wilson, sergeant-at-arms; O. O. Johns, treasurer; G. E. Thomas, secretary; and E. C. Wood, educational chairman.

## 3 Incorporate Kalamazoo Appliance & Heating, Inc.

BINGHAMTON, N. Y.—Kalamazoo Appliance and Heating, Inc., has been incorporated with capital of \$50,000. Incorporators are Merton G. Derrick, Raymond H. Reynolds, and Dorothy B. VanVorce.

# New Model 216

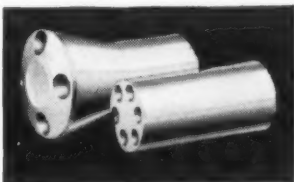
## THERMOSTATIC EXPANSION VALVE

AVAILABLE WITH OR WITHOUT "EQUA-FLO" DISTRIBUTORS

New A-P Model 216 with new Pressure Limiting and EQUA-FLO features. Adjustable superheat. Straight type EQUA-FLO Distributor is shown with flange type connection.

## FOR AIR CONDITIONING AND LARGE COMMERCIAL APPLICATIONS

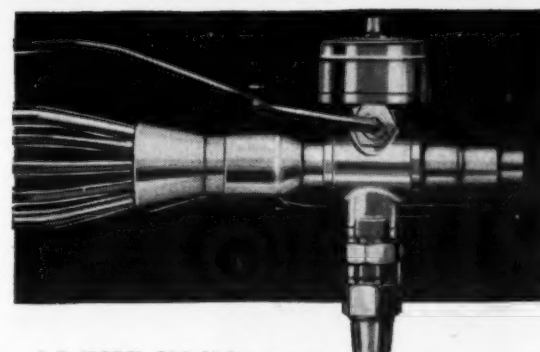
In the new A-P Model 216 Thermostatic Expansion Valve you have an engineering "package" — a single compact unit with improvements that cut service costs and step up performance. For example, you reap the benefits of pressure-limiting overload protection, an internal or external equalizer, plus EQUA-FLO distributors. A-P Model 216 with its EQUA-FLO Distributors feeds up to twelve lines at a time. No line is overfed, none neglected . . . each receives an exactly equal supply of refrigerant. This is the way to get top coil efficiency for maximum refrigeration. A new bulletin, yours on request, tells the whole story.



SEPARATE EQUA-FLO Distributors can be joined to Model 216 Valve at any time, any place.

Because the EQUA-FLO Distributor is separate from the Model 216 Valve, you need not buy or stock a different valve for each number of outlets. With

the A-P method you pick the EQUA-FLO Distributor with the required outlets, connect it to your coils; then join it quickly and easily to the A-P Model 216 Valve. EQUA-FLO Distributors are available in Straight or Mushroom types, with up to twelve outlets.



A-P MODEL 216 Valve, sweat type showing Mushroom EQUA-FLO Distributor and External Equalizer. Valve is easily converted to Internal Equalizing type right on the job and in the field.

THREE SIZES: A-P Model 216 Valve is available in Freon 12 capacities of: 3.6, 7, and 11 tons without Distributor — 3, 6.5, and 10 tons with Distributor.

## AUTOMATIC PRODUCTS COMPANY

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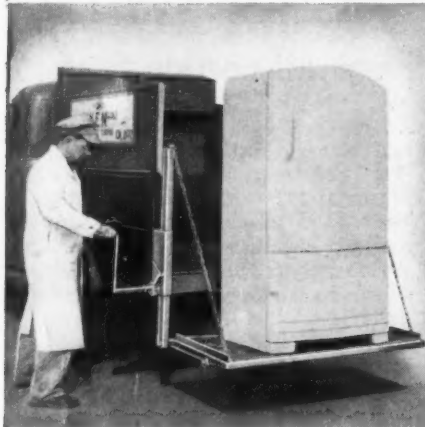
Why spend valuable business hours and car expense on trips to buy parts? Get fast low-cost delivery from our large, complete stocks. Airo serves buyers in 48 States and overseas.

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## Venco One Man Loader

eliminates a "strong-arm" crew. One man can pick up and deliver anything which can be pushed or rolled onto the loading platform. Easily installed. Capacity 600 lbs. Deluxe model shown above \$119.75.



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## ... speaking of room air conditioners ...

NOW is the heart of the selling season! "There's gold in them thar hills"—if you dig for it. And pander, Remington has the tools to make digging easy—the COMPLETE line—window units, consoles, 1/2-1 1/4 hp., for AC and DC, water-cooled and air-cooled. Write today for Booklet G-2. REMINGTON AIR COND. DIV., CORTLAND, N. Y.

## "EXCLUSIVE EGYPTIAN FRANCHISES WANTED"

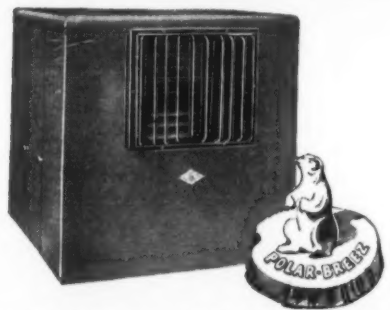
Well-established Egypto-American firm, excellent contacts in Egypt and Sudan desires sole agency for domestic and commercial refrigeration and air conditioning equipment. Aggressive sales outlets. Box No. 3209, Air Conditioning & Refrigeration News.



All Standard condenser coils have closely spaced fins which greatly increase the capacity. Sizes range from 1/4 to 5 h.p. A S.M.E. approval is available on special order. Standard also manufactures a complete line of receivers. Write for Bulletin C-3.

STANDARD REFRIGERATION CO.

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STAINLESS STEEL EVAPORATORS  
LIQUID RECEIVERS  
COUNTERFLOW CONDENSERS  
SHELL AND COIL CONDENSERS

If you handled the nationally accepted and profitable Hall line before the war, you'll be glad to know these top quality evaporative cooling units are again available with many improvements. "POLAR BREEZ" is sold in complete "packaged units" in various sizes for all types and sizes of business buildings and stores.

Air is purified by a chemical process removing bacteria and algae. Range—2,000—25,000 C.F.M. . . . Glass Fibre Filter Cooling Pads . . . Self cleaning—no servicing or replacement . . . Weather Proof Metal Housing . . . Multi-Blade Pressure Type Blower . . . Directional Flow Grille . . . Roto-Atomizer . . . Doubles cooling and washing action!

AIR COOLING ENGINEERING COMPANY  
DEPARTMENT C  
MORTON GROVE, ILLINOISRising Appliance Sales  
Reported by 28,000 Stores  
For April Lag '48 Pace

WASHINGTON, D. C.—April sales of independent household appliance dealers were 12% higher than in March but 14% lower than in April a year ago, the Bureau of the Census reported.

Sales in the first four months of the year dropped 14% below those for the corresponding period of 1948. Sales of independent retailers as a whole in April rose 5% over both March, 1949, and April of last year, according to the bureau. Despite this gain, retail business in the first four months of 1949 was running 2% behind the comparable 1948 period.

Easter trade was given most of the credit for the increase in April. However, the bureau said, the increase should have been even greater, considering that Easter came later this year than in 1948.

The April report was based on data from about 28,000 stores, most of them in urban areas. Weekly sales volume of the reporting stores ranges from \$1,500 to \$20,000.

Supervision of G-E  
Works at Bridgeport,  
Trenton Is Changed

BRIDGEPORT, Conn. — Harold Sargeant has been appointed manager of the General Electric Co.'s Trenton Works in addition to his duties as manager of manufacturing for the company's home laundry equipment division, C. E. Anderson, division manager, announced recently.

Harry Kilbey, former manager at Trenton, has been appointed superintendent of the Bridgeport Works of the division, Anderson said.

Sargeant came to General Electric as an assistant foreman in 1920. He subsequently was advanced to foreman, then to general foreman and in 1934 to assistant to the superintendent of the wiring device division. Four years later he was transferred to the home laundry equipment division as superintendent. He was named manager of manufacturing of the division in 1946.

Kilbey joined General Electric at Bridgeport in 1921, and after working in various capacities in the tool department, he was appointed supervisor of planning and tool design. In 1942 he became assistant superintendent of the home laundry equipment division and later he was made superintendent of the division. He was appointed manager of the Trenton Works two years ago.

R. J. Bamberg Becomes Admiral  
Director of Public Relations

CHICAGO—Seymour Mintz, advertising director for Admiral Corp., has announced the appointment of Richard J. Bamberg as director of public relations.

Prior to becoming associated with Admiral, Bamberg had his own public relations and publicity agency. His past experience also includes public director for Patricia Stevens coast to coast modeling schools.

The New Improved  
"POLAR BREEZ"  
AIR COOLERS

with the NEW  
AUTOMATIC HUMIDITY  
and  
Temperature CONTROL

"Backed by over 25 years in the industry." Formerly manufactured and distributed by the Hall Mfg. Co., Cedar Rapids, Iowa.

TERRITORIES AVAILABLE  
TO PROGRESSIVE, RELIABLE  
DISTRIBUTORS AND DEALERS.

INVESTIGATE NOW! Write, wire, or phone for details. Morton Grove 4594.

Voltage Ratings Issued by EEI Committee  
Cover Some Household Appliances and Motors

NEW YORK CITY—Preferred nominal voltage ratings for appliances and motors, as well as other equipment operating on alternating current systems have been revised by a joint committee of the Edison Electric Institute and National Electrical Manufacturers Association.

This is the first revision made in the ratings since 1930, and it was necessary, the committee states, because of "(1) the upward trend of utilization voltages; (2) the increasing use of high and low-voltage networks, and (3) more complete studies of voltage regulation problems."

Of particular interest to manufacturers of refrigerators and other major appliances is the accompanying table which gives the recommended design voltages for various heating appliances and motor-operated devices.

"The column bearing the supplementary heading '(Design)' indicates the voltage which appliance engineers might well consider as the design voltage," the joint committee suggests.

In addition to the table the committee also suggests that selection of design voltages for appliances, particularly those used in homes, be based on the table in the next two columns:

## NOTES:

(a) Includes coffee makers, cookers, egg boilers, milk warmers, percolators, toasters, waffle irons, etc.

(b) Includes roasters, hot plates, tea kettles, etc.

(c) Includes broilers, coffee makers, egg boilers, hot plates, fry kettles, fudge warmers, griddles, grills, steamers, toasters, waffle bakers, etc.

(d) Standards known to exist and presumed to be satisfactory.

(e) Experience shows that modern high-speed thermostatically-controlled ranges and automatic-storage-type water heaters for household use perform satisfactorily on 4-wire systems when designed for 3-wire systems.

(f) Attention is called to the fact that under emergency conditions on electricity supply systems, voltages of the order of 90 may be encountered. This should be taken into account in the design of motor-driven devices for automatic starting and in the application of motors and controls.

(g) Motors which are automatically controlled should start at 90 volts (180 volts). This requirement should be provided for in the selection and application of the motor.

(h) In general, automatically and frequently started motor operated appliances would have locked-rotor currents at rated volts not exceeding 20 amperes at 115 volts or 25 amperes at 230 volts manually and infrequently started motor operated appliances would have locked-rotor currents at rated volts not exceeding 40 amperes at 115 volts or 50 amperes at 230 volts as recommended by AEIC-EEI-Nema Joint Committee on Motor Starting Currents (EEI Publication No. Q-8, Nema Publication No. 116).

(i) The horsepower rating of these motors should be chosen so to provide ample torque at the expected operating voltages.

Newport Steel Claims Profit  
Up for 6 Months Ending April 30

NEW YORK CITY—Net profit of Newport Steel Corp. and subsidiaries was \$1,845,800.00, after tax provision, for the six months ended April 30, C. Russell Feldmann, president and chairman of the board, has announced. (Newport Steel Corp. is the parent company of the Universal Cooler division).

The profit compares with \$618,000 earned for the same period in 1948 and with \$1,710,083.00 net profit after taxes for the entire fiscal year ended Oct. 31, 1948. Sales were \$40,206,000.00, up about 22% from sales of \$33,008,000.00 for the six months ended April 30, 1948.



replace it right  
with Ranco

dependable for

HOUSEHOLD REFRIGERATORS and FREEZERS

For the dependable, trouble-free service you need and want for your household refrigeration Replacement Controls, check first with Ranco. You'll save time, delay, costly call-backs—when you install it right with Ranco! Ask your Ranco wholesaler to show you the complete line of craftsmen-built Ranco controls today.

Ranco Inc.  
COLUMBUS 1, OHIO

With Loads Classified as and Hours of Use Classified as for Appliances such as the Voltages to be Used as a Basis of Design Should Be:

Light	Long	Clocks	Minimum	Maximum
Medium	Medium to Long	Refrigerators	110	127
Heavy	Medium to Short	Ranges	110	125
Heavy	Short	Irons (with cord to convenience outlet)	107	122

Equipment Nominal Voltage Equipment Voltage Rating (Design) Voltages to Be Used as a Basis of Design Minimum Maximum

## HEATING APPLIANCES

Equipment	Nominal Voltage	Equipment Voltage Rating (Design)	Voltages to Be Used as a Basis of Design Minimum	Maximum
Cooking Appliances—Table and Counter				
Household—Small(a) . . . . .	120	118	110	125
Household—Large(b) . . . . .	120	118	107	122
Commercial—Small(c) . . . . .	120	115(d)	110	124
Commercial—Large . . . . .	240	230(d)	220	248
Commercial—Large (for 4-Wire Systems) . . . . .	208	208(d)	193	220
Heaters—Portable Air . . . . .	120	118	107	122
Heating Pads . . . . .	120	120	110	127
Irons				
Hand . . . . .	120	118	107	122
Irons . . . . .	120	115	107	122
Soldering . . . . .	120	118	110	125
Lamps—Therapeutic . . . . .	120	120	110	125
Ranges—Household Type				
For 3-Wire Systems . . . . .	120/240	118/236(d)	110/220	124/248
For 4-Wire Systems(e) . . . . .	120/208Y	118/208Y(d)	110	124/219Y(d)
Water Heaters				
Immersion—Small . . . . .	120	118	110	124
Tank—Small . . . . .	120	118	110	124
Tank—Large(e) (for 3 and 4-Wire Systems) . . . . .	240	236(d)	220	248

SMALL MOTOR-OPERATED APPLIANCES,  
MOTORS 1/2 HP. AND SMALLER

Automatic-Starting Single-Phase (f) (g) (h)	Nominal Voltage	Equipment Voltage Rating (Design)	Voltages to Be Used as a Basis of Design Minimum	Maximum
Air Conditioners—Room Type				
Blowers . . . . .	120	115	110	125
Clocks . . . . .	120	120	110	127
Food Waste Disposers . . . . .	120	115	110	125
Oil Burners . . . . .	120	115	110	125
Pumps . . . . .	120	115	110	125
Refrigerating Devices				
Refrigerators . . . . .	120	115	110	125
Compressor Units . . . . .	120	115	110	125
Coolers . . . . .	120	115	110	125
Home Freezers . . . . .	120	115	110	125
Stokers . . . . .	120	115	110	125
Timers . . . . .	120	120	110	127
Manual-Starting Single-Phase (h)				
Air Conditioners—Room Type	120	115	107	122
Driers—Clothes . . . . .	120/240	115/230	110/220	122/244
Fans . . . . .	120	115	110	125
Food Mixers . . . . .	120	115	110	125
Motors—Utility . . . . .	120	115	107	122
Motors—Utility (for 3 and 4-Wire Systems) . . . . .	120/240	115/230	107/214	122/244
Musical Devices (Motor) . . . . .	120	115	110	125
Sweepers . . . . .	120	115	110	125
Washers . . . . .	120	115	110	125
Clothes . . . . .	120	115	110	125
Dishes . . . . .	120	115	110	125

LARGE MOTOR-OPERATED APPLIANCES,  
MOTORS LARGER THAN 1/2 HP.

Single-Phase (g)	Nominal Voltage	Equipment Voltage Rating (Design)	Voltages to Be Used as a Basis of Design Minimum	Maximum
For 3-Wire Systems				
Neutral Connected . . . . .	120/240	115/230	107/214	122/244
Outside Wires Only . . . . .	240	230	214	244
For 4-Wire Systems				
Neutral Connected . . . . .	120/208Y	115/230Y(i)	111/193Y	124/215Y
Three-Phase				
For 3-Wire Systems . . . . .	240	220	214	244
For 4-Wire Systems . . . . .	208	220(i)	193	215

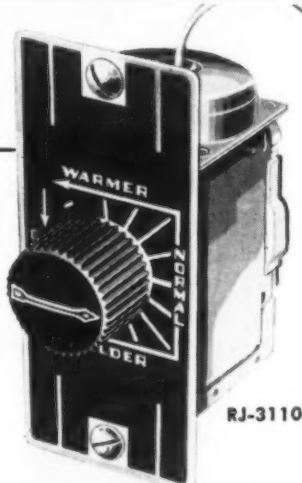
SINCE 1929

# Chase

## SUPPLY CO

REFRIGERATION  
AIR CONDITIONING  
HEATING  
★  
PARTS  
TOOLS  
SUPPLIES  
EQUIPMENT

546-8 W. 119th ST. CHICAGO 28, ILL



✓ CHECK WITH  
Ranco FIRST

- specialists in refrigeration
- dependability
- greater customer satisfaction
- more Ranco controls in use
- less stock to carry
- more profit for you

World's Largest Manufacturers of Refrigeration Controls  
more than 20,000,000 controls now in use

## Sales 'Just Come In' for Dealer Who Doesn't Exaggerate, Gives Service After Warranty

By C. Dale Mericle

INDIANAPOLIS—For a man who claims, "I don't go out for sales—they just come in," there must be a lot of them coming in, because F. D. Gardner, veteran operator of a Hussmann distributorship here, reports that sales so far this year are running ahead of the record 1948 figures. "Sales in April (the latest month for which his total figures had been compiled) were nearly \$8,000 more than for April last year. While that's not very much, it's pretty good considering..." admitted Gardner, who first got into the commercial refrigeration business here 'way back in 1922. He's distributed Hussmann since 1929.

Whether this pace will continue, he doesn't know, of course, but he says he's "reasonably hopeful" that it will.

And while Gardner declares that he "doesn't go out looking for sales," his crew of six salesmen is kept pretty alert for prospects.

### USES DIRECT MAIL

Intensified direct mail advertising does go out regularly from the Gardner company, even if the boss doesn't, and this, Gardner says, is largely responsible for the sales. Not to be overlooked either is the fact that a man who established a reputation in a locality for 27 years in this business is hardly an "unknown" or a newcomer.

Most of the direct mail that is sent out promotes sales of new equipment, but reconditioned cases, coolers, etc. get a heavy play also. Particularly effective, Gardner has found, are mimeographed lists describing the reconditioned equipment he has available, and the price.

"The description given for each piece of equipment is toned down. We don't like to exaggerate the quality or condition of this equipment. Instead we like to write the description so it's not quite so good as the equipment itself. This always provides a pleasant surprise for the purchaser," explains Gardner.

"I've always operated with the philosophy of telling the truth. Don't tell the prospects things that aren't true about the equipment you have to sell. This will only get you in trouble. I never let my salesmen make any false claims about our

equipment. It's better to make an understatement than to exaggerate."

This applies to both new equipment and reconditioned items, and the latter can be a "highly profitable source of sales," he indicated.

"If they're any good, we recondition all our trade-ins and sell them with a 90-day guarantee. And we don't hold too strictly to that 90-day period, either," Gardner said.

"If trouble should develop with the equipment in a reasonable time after the 90-day guarantee period has expired, we go out and repair it just as if the guarantee was still in force. And the same applies to new equipment with its longer warranties. We think this is an excellent way to build repeat business," stated Gardner.

Too many dealers, he implied, figure that once the guarantee period has passed, the customers can expect no more assistance from them.

Because trade-ins are an important part of his business, Gardner uses considerable care in the bookkeeping system involving them.

### GIVES FALSE PICTURE

"When we take in a box on a trade-in we don't mark it down on our books as profits. This would give a false picture as to our profit situation. Dealers who aren't careful about the way they handle used equipment will find themselves with a warehouse full of trade-ins and consider themselves worth, say \$50,000.

"This is on paper, though, and if he tried to sell that used equipment he'd find he was actually worth only \$5,000 or \$10,000," says Gardner.

"Here's how we do it, so we know exactly how we stand all the time. Say we sell a piece of equipment for \$1,500 and allow \$300 on the trade-in. We enter this on our books as a \$1,200 sale (\$1,500-\$300), but make no record on the books of the supposed value of the trade-in.

"We fill out an inventory card on the trade-in, though, so we don't lose track of it.

"Now suppose we find that we have to spend \$100 to recondition that case we took in on the deal, and that we finally sell it for \$200. This means a gross profit of \$100 and it also means a total sale price on the original deal

of \$1,400 (\$1,200 plus \$200), not \$1,700 (\$1,500 plus \$200).

"This system, which is strictly legal, always lets us know exactly where we stand financially. Our profit picture looks just as good, but no better, on paper as in fact," Gardner emphasizes.

Because reconditioning of trade-ins is an important part of his business, Gardner has extensive shop facilities. The firm occupies a large building which provides display and storage space for many pieces of equipment as well as for housing a large sheet metal and wood-working shop. In addition to refinishing cabinets and reworking condensing units, the shop builds walk-in coolers, etc.

The eight-man refrigeration service crew operates out of a second building located on a railroad siding. This building has extensive warehouse facilities, and Gardner shortly expects to move the sheet metal and wood shops to the warehouse also.

This move has been planned for some time, but Gardner says he's waiting until "business hits a slack period."

### Artcraft Store Equipment To Sell General Refrigeration

BELOIT, Wis. — Appointment of Artcraft Store Equipment Co., Kansas City, as distributor for the General Refrigeration Div. of Yates-American Machine Co. was recently announced by K. C. Goodrich, sales manager.

Frank Papin and James School are partners in the Artcraft company, which manufactures specialized restaurant and tavern refrigerating equipment.

## HEAT INTERCHANGER



KRAMER TRENTON CO. Trenton 5, N. J.

## Sell Torvic

FOR

DISPLAY CABINETS • ICE MAKERS  
BEVERAGE COOLERS • WALK-INS  
QUICKFREEZERS • MILK COOLERS

WRITE

VICTOR PRODUCTS CORP., HAGERSTOWN, MD.

## BRUNNER ROOM CONDITIONER

### NEW AND OUTSTANDING

in appearance, performance, design features and value

Here is 20 years of air conditioning and refrigeration experience combined in a room air conditioning unit that will stand every comparison test...from appearance to operating components to performance efficiency to delivered price. In style and finish it "belongs" in all surroundings. Completely Brunner-built. Factory field and independent laboratory tests prove its efficiency. Ready for use on delivery after simple power and water line connections. Operation is completely automatic.

### WRITE TODAY FOR LITERATURE

covering all design and construction specifications, performance data, interior assembly illustrations.

BRUNNER MANUFACTURING CO.  
Utica 1, New York, U. S. A.

MODEL BAC 59

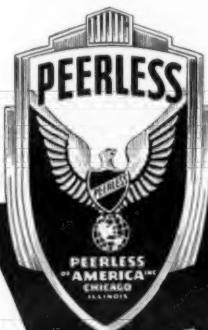
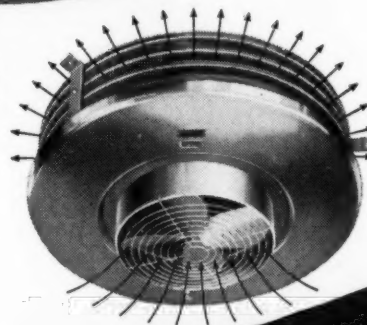
Completely designed, built and guaranteed by

**BRUNNER**  
SINCE 1906

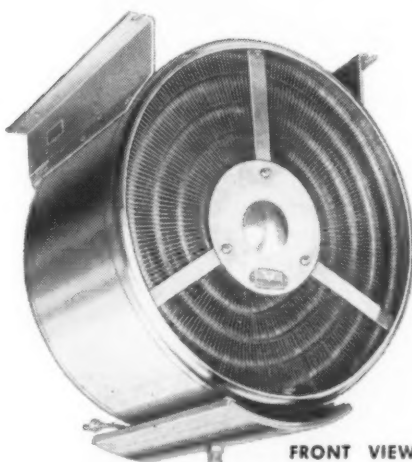
YOU have been asking for a packaged room conditioner that will sell and stay sold. Here it is, and with it your opportunity to cash in on an early season demand.



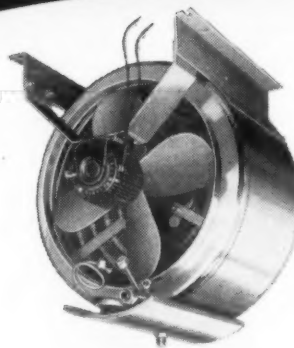
STANDARD DOME COOLERS WITH AIR EMITTING IN ALL DIRECTIONS.



**PEERLESS 1949  
MOTOR DRIVEN COOLING COILS  
ARE BETTER THAN EVER**



FRONT VIEW



BACK VIEW

### DOME COOLER

An ideal PEERLESS unit for high humidity cooling in reach-in and walk-in applications is provided in the DOME COOLER. Air is drawn up in the center of this unit and then discharged horizontally along the fixture ceiling to drop down the side walls. Installation is a simple operation and the unit is a space saver. Complete with built-in heat exchanger.

### UNIT COOLER

Completely adaptable for walk-in coolers and all types of fixtures, the UNIT COOLER delivers maximum cooling at minimum cost because it is equipped with the famous PEERLESS "PIE PLATE" Coil. In the "PIE PLATE" all primary and secondary surface, including return bends, is in the air stream. There is no waste surface. Easy installation. Complete with built-in heat exchanger.

Send for Bulletin No. 49-M Giving Prices and Specifications

PEERLESS of AMERICA, Inc. 2901 LAWRENCE AVE., CHICAGO 25, ILLINOIS

## Handling Bar, Restaurant, and Institutional Equipment Offers Many Opportunities for Commercial Refrigeration Distributor

Refrigeration still predominates at Kenyon's in Peoria, but this section of the main display with Presley Bastian and Fred Kenyon, Sr., includes



not only Tyler open cases, but a meat slicer, a Columbus showcase, and a Typhoon air conditioner. (The conditioner is in the background.)

By C. Dale Mericle

PEORIA, Ill.—Institutions, restaurants, and bars offer a lot of profitable repeat business for Kenyon, Inc., here, distributor for Tyler commercial refrigeration, Typhoon air conditioners, Servel condensing units, and a host of allied products for these and the more conventional markets.

"These places will always need more glassware, china, utensils, etc., and sales of these items help pay our overhead," explains Fred Kenyon, Jr., who with his father, Fred J. Kenyon, operates a thriving commercial outlet here.

Such comparatively frequent purchases likewise set the stage for sales of larger and perhaps more profitable equipment to meet these customers' needs for refrigeration, air conditioning, bar fixtures, commercial ranges, and the like.

Despite Kenyon's interest in these other lines, which have only been fully developed since the war, commercial refrigeration still predominates in the organization. At least, that was the obvious impression created during a recent three-day open house staged on a Sunday, Monday, and Tuesday.

Billed as the "Midwest Refrigeration, Restaurant, and Air Conditioning Show," the event marked the formal opening of Kenyon's new show rooms at 721 S. Jefferson St.

The hundreds of Kenyon customers and prospects who visited the show room during the openhouse were first attracted to the large display of Tyler cases which took over most of the main display room in front. The emphasis was placed on self-service open equipment, including a frozen food case, dairy and meat case, and a vegetable case.

A Typhoon air conditioner was

## Looks Like a Natural



Commercial cooking equipment and many other items for the institutional, restaurant, and bar business take their place beside commercial refrigeration at Kenyon's, as this scene indicates. That's Jim Davis of Kenyon, Inc. chatting with Mrs. Josephine Ewald and Mrs. O. P. Westervelt.

also on the floor; likewise a Servel Supermet compressor connected to a circular glass evaporator.

Although refrigeration predominated the front showroom, space was also devoted to a small restaurant counter and backbar equipment as well as tables and chairs for restaurants or bars.

Supplies and equipment for bars, restaurants, and institutions were set up in the large room opening directly off the front display.

Not only was the model bar (equipped with a Tyler draft beer dispenser) in operation to serve beer, pop, and the "free lunch," but there were also bar booths set up where customers could relax after touring the displays and, as frequently happened, place an order.

### BARS RECENT INTEREST

Kenyon's has been going after the bar business seriously only since the end of the war, but the firm has been interested in commercial refrigeration since the Twenties.

"My father used to be in the wholesale grocery business," recalls Fred Kenyon, Jr. "In calling on stores he used to see extra equipment lying around in the back rooms which had been left over from remodeling jobs. As a favor to these store owners he frequently sold this used equipment for them, because he often knew of other grocers who needed just that item. Eventually it seemed that he was always hauling around a carload of equipment so he decided to set up his own firm handling meat cases, scales, slicers, cash registers, etc."

The junior member of the firm had a broad background in the refrigeration industry before he joined his

father in Kenyon, Inc. Fred, Jr., had been with International Harvester's industrial refrigeration division, Peerless, and York before the war.

According to Fred, Sr., "we have always tried to put some dignity in this business. In the early days the fixture salesman would try to do anything just to get sales."

"If a salesman found that his prospect had finally decided to buy from a competitor, the salesman would usually try to run down the other equipment and other salesman. This practice of the 'good old days' crops up now and then today."

"Our policy is this," says Fred, Sr. "If we find a prospect has bought from someone else we tell him that he has 'bought good equipment.' That's the end of it as far as we are concerned, because whenever you cast insinuations on the prospect's judgment, as you do if you tell him the stuff he bought is no good, why you're out of step."

Another point in Kenyon's policy was stressed by Fred, Jr.:

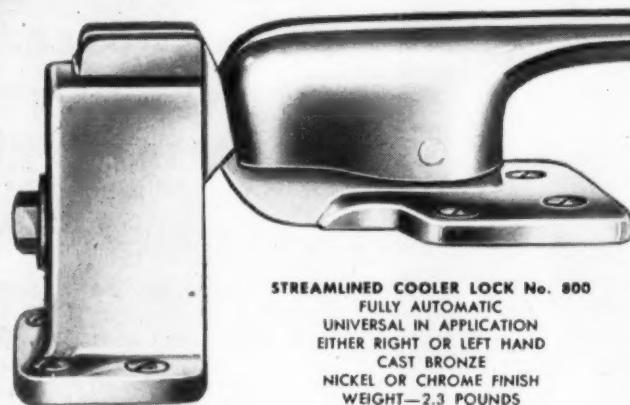
"Every sale is made with a program behind it."

In other words, Kenyon's is not looking for simply one sale to a prospect, but instead tries to devise a buying program for the prospect that will result in additional and repeat sales in the future.

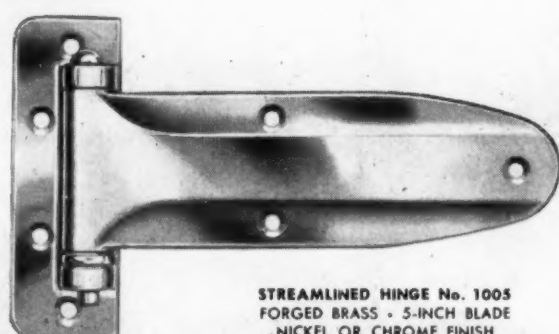
"We went to a store a while ago," he said, "and didn't even make a sale. In fact, we bought one piece of used equipment from the store owner. But we did rearrange his store and this increased his sales 40%."

There's no doubt that Kenyon, Inc., will be thought of first by this store owner when he's in the market for

(Concluded on next page)



STREAMLINED COOLER LOCK No. 800  
FULLY AUTOMATIC  
UNIVERSAL IN APPLICATION  
EITHER RIGHT OR LEFT HAND  
CAST BRONZE  
NICKEL OR CHROME FINISH  
WEIGHT—2.3 POUNDS



STREAMLINED HINGE No. 1005  
FORGED BRASS - 5-INCH BLADE  
NICKEL OR CHROME FINISH  
A full range of sizes for all needs

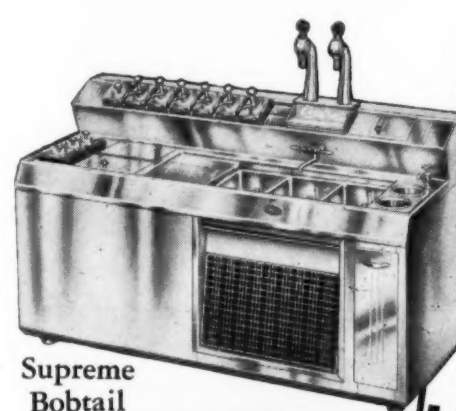
**GOOD  
HARDWARE  
for  
GOOD,  
HARD  
WEAR**

Good hardware —  
smart looking, built to function  
smoothly and to last a long time.

*Write for Catalog*

**ARCADE**

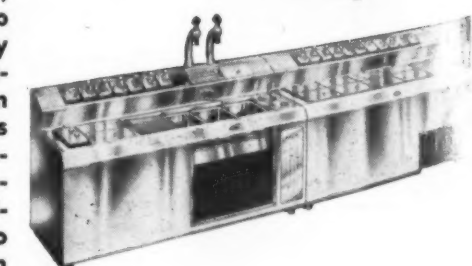
MANUFACTURING DIVISION  
ROCKWELL MANUFACTURING COMPANY  
FREEPORT, ILLINOIS



Supreme  
Bobtail



Here is new, modern design in soda fountain equipment—design that gives you greater flexibility, a wider range of equipment to meet the exact needs for every type of fountain installation. Engineered and built by fountain specialists of the finest materials the new Everfrost Unit-Built fountain equipment features completely self-contained independent units which combine into attractive sales-building fountain line-ups. WRITE TODAY FOR COMPLETE INFORMATION ON THIS NEW PROFIT MAKING EQUIPMENT.



A perfect companion to Everfrost Fountains is the Unit-Built Ice Cream Cabinet. Available in a wide range of capacities, each cabinet is complete with a selection of interchangeable syrup pumps and crushed fruit jars.

**ANDERSON & WAGNER INC.**  
8701 South Mettler Street • Los Angeles 3, Calif.

## Used Equipment Business Often Opens Way To Sales of New Fixtures In the Future

(Concluded from preceding page)

new or reconditioned equipment. "You can't lose sight of used equipment in this business either," Fred, Jr., emphasizes. "Sales of used equipment will lead to new equipment sales."

The firm, of course, reconditions all the used equipment it takes in before offering it for sale.

"If we can't honestly guarantee a used case for at least 90 days, we smash the glazing assembly and junk it. If we decide to junk an old case we always make sure to break the glazing assembly. Several years ago we once dropped a couple of intact junkers on the city dump and six months later we had to take them in again as trade-ins," recalls Fred, Jr.

Speaking of the glazing assembly, he also remarked that "it's surprising how little reglazing of cases has been necessary in the past 10 years."

Reconditioned equipment is sold by Kenyon's to restaurants, bars, and institutions as well as markets.

### RESTAURANTS BETTER MARKET

Restaurants, though, since the war have become a much better market for refrigeration, both on new and used equipment sales, according to Fred, Jr.

"Restaurants are using a lot more refrigeration now, and we, of course, are prepared to do the complete job of outfitting a restaurant with all types of refrigeration, food preparation equipment, tables, chairs, cutlery, utensils, and so forth," he says.

This fits in nicely with refrigeration and was a prime reason why Fred, Jr., decided Kenyon, Inc. should get into this field in a big way right after the war. Up to now, at least, the firm has found little competition, there being only one other restaurant supply house in Peoria.

The Typhoon air conditioning line is also somewhat of a "natural" for a firm that caters to the restaurant and bar trade. And with the complete planning service Kenyon's offers to all its customers, air conditioners can be neatly worked into the plans.

Kenyon limits itself to strictly package installations of air conditioning.

"If it takes ductwork we don't install it," says Fred, Jr. "Oh, if 4 or 5 ft. of duct was required from the unit to the conditioned space we would probably put it in, but no more than that. We don't want to set up a sheet metal shop."

This does not mean, however, that the firm is not interested in service. In fact, Kenyon's stresses the round-the-clock servicing offered by its crew of four men. To handle the occasional night calls which come through a special switchboard downtown, the four servicemen rotate the night trick one week at a time.

"While all our men are primarily refrigeration service engineers, they can also repair all types of restaurant and bar equipment."

"We also carry parts in stock for every piece of equipment we have sold since the war," he adds. "This backs up our servicemen and likewise makes an excellent sales tool."

High quality installations are the rule for Kenyon's, he went on.

"We want our men to spend a little more time on the initial installation because this will avoid callbacks later. We also carefully inspect all the installations, and on occasion have made our men start all over from the beginning."

And although the men are encouraged to take a little more time to do the job right in the first place, they can put in installations in a hurry.

"We have completely remodeled supermarkets over a weekend."

In addition to the four servicemen and office help, the company employs four salesmen. One was a former serviceman with Kenyon's; another was a Kroger Co. real estate expert and equipment buyer; the third had been a jeweler; while the fourth is a former night club owner.

None of these men, obviously, had sold commercial refrigeration or restaurant, institutional, and bar equipment before they joined this firm.

"We think it's better to take on inexperienced men and train them in our way of doing business," explains Fred, Jr. "This applies to both salesmen and servicemen. We think it pays off because we've had very little turnover in personnel."

## It's a Short Hop from Refrigeration to Bar Sales



At first glance this might seem a typical view of refrigeration men at a convention, but actually it shows how an old-line commercial refrigeration distributorship (Kenyon, Inc., in Peoria, Ill.) has branched out into the lucrative bar, restaurant, and institutional fields. During the three-day open

house in their new building, Fred Kenyon, Sr., seated in the foreground with Ray Greene (left), assistant general sales manager of Tyler, and Fred Kenyon, Jr. (tending bar), had the display bar in their showrooms in actual operation to serve refreshments to the many visitors and prospects.

Some of the salesmen have special backgrounds that help them. The former night club owner is a "natural" when it comes to selling equipment to bars and night clubs, of which there are a fair number in the 50-mile radius around Peoria that Kenyon's covers thoroughly.

The Kroger equipment buyer can speak with experience and authority to the operator of a market, and the former serviceman and jeweler have their special aptitudes also.

Selling to bars and restaurants naturally requires an intimate knowledge of these types of business, and it's also important to gauge how good a risk these establishments offer, according to Fred, Jr.

Kenyon's always obtains the credit

rating on such places, but it also forms its own opinion.

"In a restaurant you can look at the napkins and silverware and get a pretty fair idea whether the proprietor might be a good risk," he said.

This distributorship has had no trouble obtaining financing on its sales.

"We sell all our paper to the local bank with full recourse, and the general tightening up of bank credit hasn't hit us yet. The bank usually holds back 10% on us, but sometimes on big sales we ourselves will ask the bank to hold back 50%. Of course, this cuts our working capital but we think it's the proper way to do it. After enough has been paid

in, we get 40% more with the bank holding back the standard 10%."

Carrying such a wide variety of items necessitates a reasonably heavy inventory, but the turnover is fairly rapid.

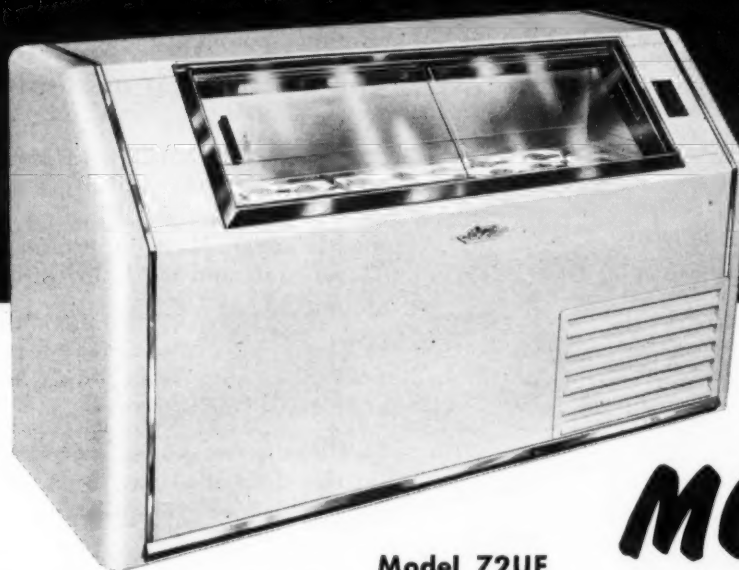
"We carry enough for regular replacement requirements plus one complete installation, and figure on an inventory turnover every 90 days," explained Fred, Jr.

And although there are probably some 30 or more different brands of equipment and merchandise represented by Kenyon's, there are no duplicates among the lines.

"We sell only one line of any item. We don't think you can honestly sell competing lines," contend both the Kenyons.

## EVERY STORE HAS ROOM FOR THE

# NEW FOGEL ANGLE VISION FREEZER



AND THAT MEANS

## MORE SALES FOR YOU!

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- 7 AVAILABLE WITH ILLUMINATED SUPERSTRUCTURE with 3 dimensional pictures.
- 8 AVAILABLE, TOO, FOR REMOTE INSTALLATION OF COMPRESSOR.

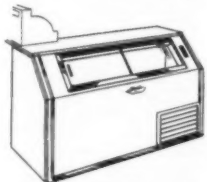
### Model 72UF The Most Adaptable Freezer Available



Nested in shelving.



For remote installation of unit.



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With illuminated superstructure with 3 dimensional pictures.



Back to back as island display.



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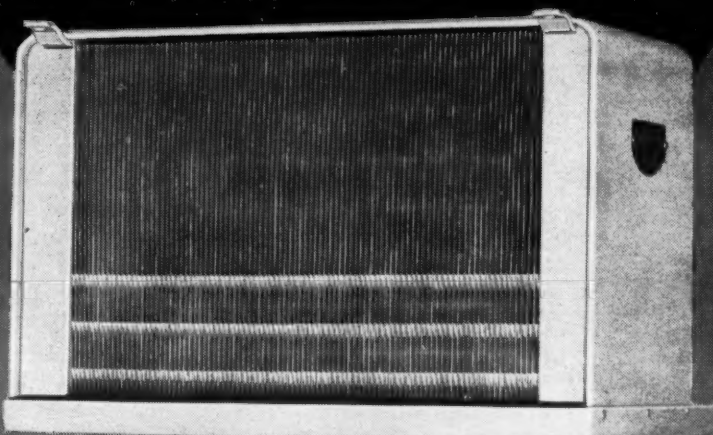
Name of Concern \_\_\_\_\_

Name of Sender \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## Filterpure UNIT COOLERS

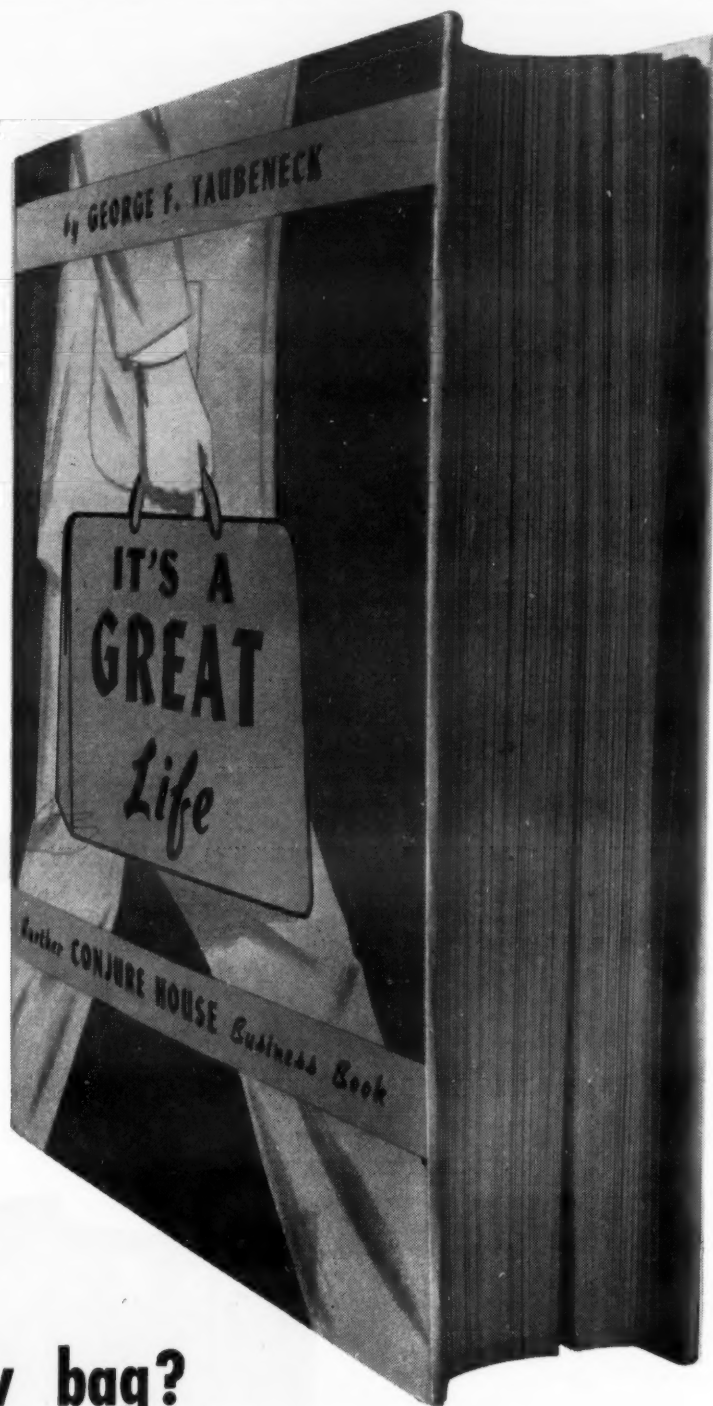


## Compare

Exclusive Betz Coil Construction—Guaranteed Ratings—Life Lubricated Motors—Built in Louvres—Built in Liquid Distributor—Blade and Motor Mounted in Safety Guard—Slotted Hangers—Streamlined Cabinet—Baked Enamel Finish on Rust Proofed Steel—Eleven Sizes from 100 to 1490 BTU per 1° TD.

Stocked and sold by leading Refrigeration Wholesalers

**BETZ CORPORATION**  
HAMMOND INDIANA



## Need a new bag?

(quoted from page 9 of this book)

You may already know all about many of the suggestions in this book—but keep on reading! The idea in just one paragraph may be worth hundreds of extra dollars to you every year.

No matter how much experience you may have had, or how many sales training courses you may have taken, you can always cash in on new ideas. And sometimes your old ideas need jarring around once-in-awhile.

To prove this point, a sales executive of our acquaintance enjoys showing to intimate friends a clipping of an advertisement which appeared in a certain New York newspaper. It was an advertisement inserted by a luggage firm, and its headline says, so help us:

**"Will your old bag do for the week end?"**

*"It's a Great Life" makes fast reading. The author doesn't throw facts at you; rather, precepts are implanted deftly into the reader's subconscious mind through gay, light-hearted humor and down-to-earth realism. He doesn't preach and he isn't stuffy. He's human.*

*These 320 laugh-and-fact packed pages are well worth your while. Mail the coupon TODAY!*

You're building what looks like a good sales force—young men and veterans—who are presumably ambitious, confident.

How long will they stay that way? Do they know what selling is all about?

You probably agree with Mr. Taubeneck—it is a great life. But can you infuse your salesmen with a real enthusiasm for selling? Can you give them a tangible goal? Most important, can you get them to sell, sell, sell and work, work, work when the going gets tough?

Can you re-inspire and re-teach your older "salesmen" who have been doing everything BUT sell for the past eight years?

No doubt you can, if you work hard enough at it. But this delightful new book makes that job easy—takes a load off your shoulders.

You already know how to sell—but do they? Have you told them how and why and what and where—in detail, patiently? Chances are you haven't the time to do this job properly. Next best thing is to give them a copy of "It's a Great Life." Let the author show them how they can have fun while building their personal careers (and your business!).

Dozens of books have been written on salesmanship, but they've been written by the wrong people. Publication of "It's a Great Life" marks the first time that an entertaining writer—who is also a

salesman himself—has tackled the job of selling Salesmanship to salesmen. And he's done it magnificently! Pursuing his successful formula which has made his "One Foot in the Door" and "The Marshal's Baton" best-sellers in the business-book field, Author Taubeneck has illustrated each of his major points with humorous anecdotes—thus making them easy to remember.

"It's a Great Life" is not only breezy and humorous, but it has been written with painstaking simplicity. All its original ideas are "spelled out" carefully in "man in the street" language.

Give each of your salesmen copies of "It's a Great Life" to read and to own—and watch the improvement in his whole outlook on life. Tell your friends about it. Read it yourself. It will give you confidence in the possibilities of your business (and maybe you'll find a few new ideas in it which will help you run your business better).

Every sales manager, every dealer and distributor, and every manager or owner of a business enterprise should see to it that every one of his employees has a copy of "It's a Great Life" for his very own. Experienced salesmen will read it for its laughs, and perhaps to rejuvenate their own confidence in their profession. Neophytes will know, after they've read it, that their choice of a career has been right. And every one who studies it, we feel confident, will pick up enough new ideas to repay the original cost (\$2.50) a hundred times over.

**Yes!** I'd like to have a copy of "It's a Great Life"

☐ Payment Enclosed ☐ Please Bill Me

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City ..... Zone ..... State .....

BOOK DIVISION OF BUSINESS NEWS PUBLISHING CO.

450 WEST FORT STREET, DETROIT 26, MICHIGAN

# The KEY to AIR CONDITIONING

One of a series from

by James J. LaSalvia

## Heat Insulation & Sound Control-VI

### EFFECT OF VELOCITY ON AIR NOISES

The effect of velocity on air noises can be best illustrated by Fig. 18, which shows the noise level for fan outlets and a comparison of a 10 x 10-in. duct being lined and unlined.

From the curve it can be seen that a fan having an outlet velocity of 1,000 f.p.m. would have a noise level of about 55 decibels and at 800 f.p.m. about 50 decibels, which is about the point at which a fan should be selected for stringent cases.

With regard to the duct, it can

readily be seen from the curves that a reduction of about 11 decibels can be obtained in using a lined duct instead of one unlined when keeping the velocity constant.

### COMPARISON OF DIFFERENCE IN NOISE LEVEL

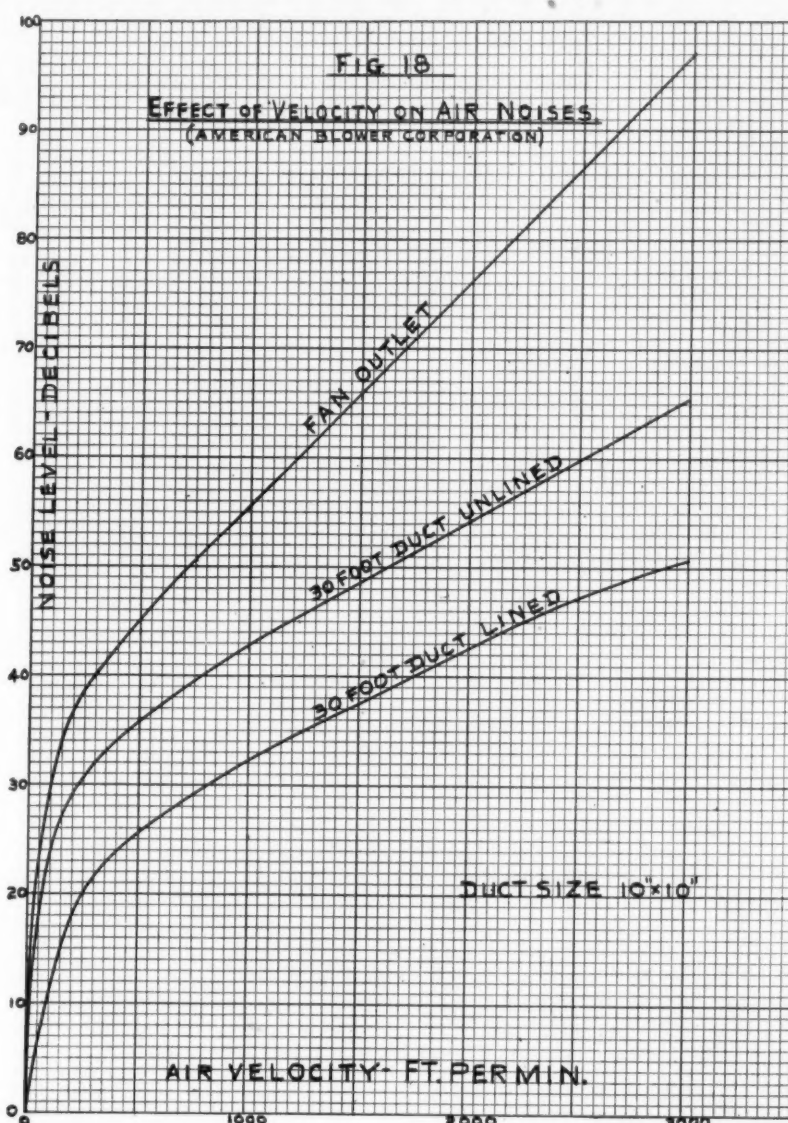
The comparison of differences in noise level between various sounds is shown on Chart 1. In general this is of value only as a comparison between typical sounds. The noise level of any equipment is dependent in a large degree upon the character of the room in which it is operating.

(To Be Continued)

Chart 1—Typical Sound on Decibel Scale of 1,000 Frequency

120	Threshold of painful.	
110	Airplane at 20 ft.	Deafening
100	Riveter at 30 ft. Inside of subway car. Inside of airplane.	
90	Elevated train (from street). Automobile horn at 30 ft. Fire siren at 75 ft.	Distracting
80	Average machine room.	
70	Stenographic room. Average music. Average equipment room.	Noisy
60	Busy street. Noisy office.	
50	Average office. Average restaurant.	Average
40	Average residence. Quiet office.	Quiet Conversational speech
30	Min. residence interior. Rustling of paper.	Extremely quiet
20	Average whisper at 5 ft.	Obtainable only in sound-treated rooms
10		
0	Threshold of audibility.	

Fig. 18—Noise Levels Increase with Velocity



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**1 Stop Service**

It's common sense that governs the choice of Hajoca for air conditioning and refrigeration supplies for two reasons:

1. Large stocks of famous-name parts and equipment (Rotary Seals, Cutler Hammer Controls, Chicago Gaskets) are on hand at Hajoca Branches on the Atlantic Seaboard to insure prompt deliveries.
2. Because Hajoca also carries a complete line of pipe, valves and fittings you make only ONE STOP for all your requirements.

Profitable installation and maintenance jobs depend on top-quality supplies when and where you need them.

**HAJOCA CORPORATION**



Pennsylvania: Philadelphia (Erie Ave. Branch) Lansdowne Reading  
Georgia: Columbus  
New Jersey: Camden  
Florida: Jacksonville  
Tennessee: Chattanooga

# DRYSEAL



**every inch has the same uniform quality!**

• When you order DRYSEAL Refrigeration Tube, you can be sure of fine, uniform quality in every inch of every length you buy.

DRYSEAL Copper Refrigeration Tube is uniformly soft, so that you can bend and flare it easily. It has a new type of mechanical end seal that permanently keeps the interior of the tube clean and dry; and the seal is compact enough to pass through any opening large enough for the tube itself. In addition, DRYSEAL is made to new, more economical dimensional standards. And it comes to you in a new package that protects the tube, keeps it bright and clean, and is readily identifiable in stock. DRYSEAL Tube comes in sizes from 1/8" to 3/4" O.D., and is packed two 50-foot coils to a package.

Next time you buy refrigeration tube, ask for REVERE DRYSEAL by name. You can get prompt delivery from leading distributors throughout the country.

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BLO-COLD INDUSTRIAL  
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Select the  
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are inter-  
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Write for  
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**ACME INDUSTRIES INC.**  
JACKSON, MICHIGAN  
Representatives in principal cities

### S. E. McPartlin, Insulation Pioneer, Dies at 74

EVANSTON, Ill.—Stephen Emmet McPartlin, a pioneer in refrigeration insulation, died here on June 12 in the St. Francis hospital after a two-year illness. He was 74 years old.

McPartlin was founder of the Union Insulating Co. of Chicago and was president of that organization until 1947 when he retired. Prior to setting up his own business, he was sales manager of the Union Fiber Co. of Winona, Minn. He was a member of the original board of directors of the Celotex Co.

He is survived by his widow, a daughter, and three sons.

### York Appoints Pettus

MOBILE, Ala.—The York Corp. has announced the appointment of Pettus Refrigeration Co., Inc., 53 N. Washington Ave., here, as distributor of York air conditioning and refrigerating equipment for Mobile and trade area.

**Do you use  
shafts?**

Send your shaft problems to us! For more than 20 years we have been making precision shafts of all types for air conditioning and refrigeration compressors. We offer you the experience, the skill and the facilities to produce exactly the kind of shaft you need. Send blueprints for quotations on any type of shaft you may need.

**MODERN MACHINE WORKS, INC.**

5354 S. Kirkwood Avenue

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# Exhibits at Retail Grocers Convention Put Emphasis on Self-Service Equipment

CHICAGO—There was a heavy emphasis on self-service equipment in the refrigerated fixture exhibits at the exposition at Navy Pier here held in conjunction with the Golden Jubilee convention of the National Association of Retail Grocers.

There was a good representation of refrigerated equipment producers present, and a wide variety of products designed to stimulate consumer buying and improve store operations.

The following is a brief description of some of the equipment displayed at the Grocers exposition:

## Victor Has Frozen Food Cases

Victor Products Corp. displayed

some models of its frozen food merchandising cabinets, and also made available literature on its line of beverage coolers, sectional walk-in refrigeration rooms, and other items.

## Case Departmentalizes Items

A new 3-door reach-in refrigerator was the big "new item" in the extensive display of Frigidaire products. This new reach-in model would have special application for the grocer who would like orderly departmentalization of some of the items he has to keep under refrigeration.

Also shown was the new commercial "Meter-Miser" compressor with the rectangular case, particularly adaptable to commercial refrigerator

cabinets of all types.

Frigidaire's recently introduced open-type refrigerated produce case, new beverage cooler models, and a store air conditioner, were also on display.

## Produce Arranged on Slope

A nearly complete set up of open-type display cases for food stores was shown by Tyler Fixture Corp. This included a new wide-style open case for self-service meats, featuring a hot gas defrost system; and a new wide-style open produce display case. Design of this latter model is such that the produce can be pitched up the slope of the display section and still be kept completely refrigerated.

Other cases shown by Tyler included a 3-decker open combination meat and dairy case, and a self-contained open frozen food case. Also displayed was the Tyler line of shelving and checking counters.

## 'Kold Cell' Model Shown

Attracting attention in the Baker Refrigeration Corp. booth was a small display model of the Baker "Kold Cell" locker unit. This is a "warm room" locker unit, built in sections that provide a range of 70 to 320 lockers. The Kold Cell can be installed almost anywhere, and does not become a part of the building.

Baker also displayed "Freon" and ammonia refrigeration compressors, and the Bakeraire store air conditioner.

## Coolerator Offers 'Test'

Coolerator Co., displaying its model F-151 and model FG-161 Thermopane freezer merchandising cabinets, was promoting these products with a special booklet designed to show the small grocer the advantage of putting in a frozen food case. The booklet asked the grocer "why not arrange for a test in your store?" with no obligation to the grocer in any way.

"As long as you do not have a frozen food department, you are forcing your customers to buy part of their needs from your competitor—and when they go elsewhere for frozen foods they may make that visit their one stop for the day."

## Units Handle Specialties

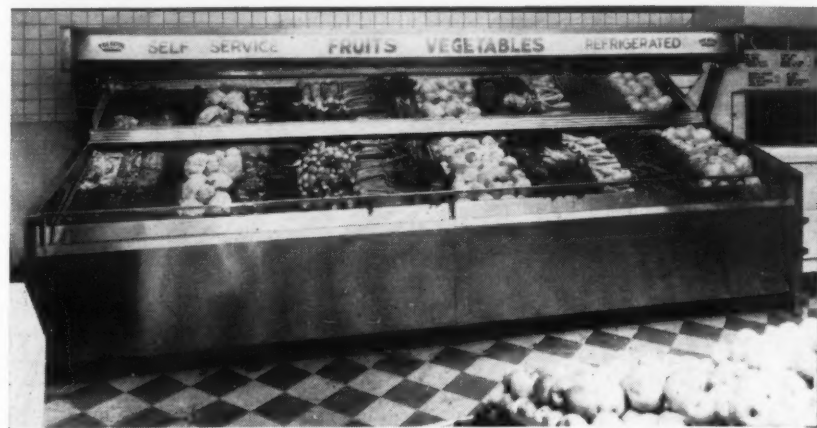
Two open-type display cases for the merchandising of frozen foods and ice cream products and specialties, models OT-10 and OT-20, were displayed by Refrigeration Corp. Div. of Noma Electric Corp.

## Unit's Glass Front Slants

One of the more "different" pieces of refrigeration equipment shown at the Grocers' show was Super-Cold Corp.'s model 100-10 produce display case with sliding glass doors on the slanted display front.

This model has two principal ap-

## 'Controlled' Fog Moistens Produce



Pre Kool, Inc., which stressed this case in its display, claims moist air rises from rear, is deflected over produce, and drawn through screen at bottom.

plications (1) in localities that ban the open-type or self-serve display case (2) for the small groceryman who wants a case in which he can keep produce stored overnight, permitting him to buy in quantities, etc., and at the same time realizing the advantages of a self-service case.

Super-Cold Corp. claims its "Moistureizer" coiling system maintains full water content, making spraying or sprinkling unnecessary to keep produce in top condition. Model 100-10 is also adaptable for dairy and delicatessen displays.

Super-Cold also showed other display case models, and its "Salesmaster" line of reach-in wall refrigerators for food stores.

## Superstructure Role Cited

Three of its "frozen food merchandiser" cabinets were displayed by Kelvinator. These are featured by a "point-of-sale" superstructure in which concealed fluorescent lighting provides full illumination for 3-dimensional pictures, with item and price strips also in full view.

Models shown include the KM-86 with 2.63-cu. ft. capacity; model KM-178, with 5.11-cu. ft. capacity; and model KM-400, with 11.93-cu. ft. capacity.

## Open Model Comes In 2 Sizes

Hussmann Refrigeration, Inc. spotlighted its model ODM self-service display case, designed for the display of meats, produce, or cheese. This model comes in standard 7-ft. and 11-ft. lengths, and is adaptable to a continuous display in line.

When used in the meat department a partition separating top from bottom is used to assure proper refrigerated conditions. This partition is an extra and is not required when the case is used for other products.

In this model the lower storage compartment doors are recessed, with hardware flush with doors, for streamlined appearance. It is equipped with cart-guard rail which prevents damage to lower doors and panels.

Hussmann also showed its new 10-ft. open-type frozen food display case.

## Stores Use Home Freezers

International Harvester Co. dis-

played its home freezer cabinets and household refrigerators. Attendants at the booth explained that some dealers had reported some success in merchandising the freezer cabinets to stores for the merchandising of frozen foods and ice cream.

## 'Small Store' Case Displayed

Its "triple-play combination" display case for "the small store with supermarket volume ideas," was featured by the McCray Refrigerator Co. This model—GQ-8—combines a double-duty meat case with a self-service section at the lower front.

Purpose of the case is to combine a maximum of impulse buying with a maximum of convenience for the store operator.

The McCray "Koldflo" refrigeration system is used in this case, and the company states that temperatures of 35° to 41° F. are held on the shelf in the self-service section, and 40° to 44° F. 10 in. above the shelf. The shelf in the self-service section is 9½ in. above the floor.

Also on display was the model DF-8A McCray redesigned frozen food case. This model now has hold-over cold plates, more illumination, and an adjustable shelf which keeps products moving towards the top.

## Condensing Unit Space Saved

American Steel & Iron Works, whose main line in the "Storack" adjustable steel storage racks, had a special item for the refrigeration field in the form of a special "condensing unit rack," for the mounting of one condensing unit over the other to conserve space.

## Unit Keeps Produce Moist

A wide line of refrigerated fixtures was shown by The Warren Co. Prominent among them was the new model WODD-8, a new display case of the wide type, with two identical open decks of refrigerated space for dairy products and delicatessen meats.

The model WODD-8 on display at the Grocers' show was fitted with a porcelain canopy with mirror and Slimline fluorescent lights, this extra

(Concluded on next page)

## GENERAL BREAKS THE PRICE

..... To Get More of Your Business

## MM 4 FUL VISION CASE

at \$239.00

net, F.O.B. N. Y.

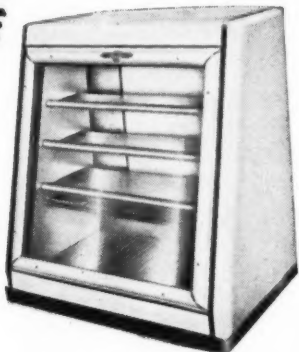
4' Ful Vision Case, Triple Thermopane Glass. Coils Hooked Up, Valve Installed.

¼ H.P. air-cooled unit of standard manufacture \$54.00

## GENERAL REFRIGERATORS CORPORATION

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You'll be **SAFE**  
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if you have...

THE New SUPERIOR Type 1281 Valve on your service cylinders

Here's another SUPERIOR "First"—a small service cylinder valve, incorporating a spring-loaded safety device—set to relieve excessive pressures caused by heat or overfilling—releases at normal pressures, saving refrigerant and reducing hazard.

Recommended for 5 and 10 pound cylinders, for use with any type of refrigerant.

Why not specify SUPERIOR type 1281 valves when you order service cylinders from your Wholesaler... and be sure to use them for all replacements. You'll be SAFE all-ways!

Ask your Wholesaler for further details



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**STAR PERFORMER**  
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**"LEADERSHIP LINE"**

2508 M—For Frozen Foods and Ice Cream

## 60 MODELS and TRADITIONAL SHERER QUALITY—BUILD A BETTER DEALER BUSINESS

Sherer Model 2508M is another outstanding example of the design advantages that spell out E-X-T-R-A S-A-L-E-S and are found in all 60 Sherer models. Sherer keeps ahead by anticipating the needs of users and creating models to fit them most advantageously. Sherer Refrigerators are attractive to food market operators and display merchandise effectively to their customers... they build sales and attract new customers.

You'll find Sherer Refrigerators easier to sell because of their top performance record everywhere... a record that earns the title of "Leadership Line." You, too, can keep ahead with the Line that's more profitable to sell because it leads in styling, quality, economy... as well as in sales-building for the retailer.



MEAT DISPLAY CASES

REFRIGERATORS

SELF-SERVE CASES

WALK-IN COOLERS

**SHERER-GILLET COMPANY**

**Marshall, Michigan**

WRITE FOR BULLETIN AND FRANCHISE INFORMATION

## Products Shown at Grocers Convention--

(Concluded from preceding page)  
piece affording a top display for associated food items. Display-guard front on this model is double-glazed, positively dehydrated.

Another unusual model shown by Warren was the model RCV-8, which has three "departments." These are: self-service top compartment for dairy products, open center compartments for produce, and hinged-door storage in the bottom. The produce section display makes use of Warren's "Dew-Maker" action, which circulates a cold, moist atmosphere throughout the entire display.

Also shown was model DS-8, a conventional display-and-storage case, equipped with the Warren automatic hot-gas defrosting device; and model OL-8, an open frozen-food case, with stainless-steel plate-coil partitions, automatic hot-gas defrosting, and positive temperature control.

### Cabinet Rolls on Wheels

A "mobile special" frozen foods and ice cream merchandising cabinet featured by Ace Cabinet Corp. display. Of open-top type, the display cabinet is mounted on heavy duty, ball bearing rubber wheels, uses a 1/2-hp. hermetic unit and comes equipped with superstructure using three-dimensional pictures. The unit is of 7.5-cu. ft. capacity and is 58 in. high including superstructure, 53 in. long at the base, and is 27 in. wide.

Also shown was a "full vision" low temperature display cabinet of 9.3-cu. ft. capacity and designed to hold 360 standard 1-lb. frozen food packages or 300 square pint ice cream packages. Unit uses a 1/2-hp. hermetic unit and has an over-all height of 62 3/4 in. A feature of the superstructure is a mirror in the lower part of the superstructure which reflects the packaged goods displayed.

### Glass Aids Label Display

New display features and a plate defrosting device were shown in the new Model 707 frozen food display cabinet of Federal Refrigerator Mfg. Co. Through the addition of a glass plate in front of the display wells and separated from the Thermopane front glass, frozen food packages can be given a "full label" display in Federal's new cabinet.

The defrosting device, which is a removable metal shield over the top portion of the separator cold plates, can be defrosted quickly by remov-

ing and using hot water to remove accumulated frost. The unit is open-type, employs cork insulation and is equipped with a superstructure.

Federal also showed their model 3307 triple-deck-dairy case. The case uses forced air circulation and all three shelves are refrigerated. The third unit displayed was a 90-cu. ft. wall dairy and beverage case. Doors of this case are glass of Thermopane construction.

### Foot Operates Door Lock

First showing of the new "Speed-line" series of openview display cases pointed up the display of Ed Friedrich Sales Corp. The new line has curved ends of metal stripping giving the cases a streamlined look. The 8-ft. open-type frozen food display case is available in self-contained and remote models.

The new line makes use of a new valve which allows defrosting several times a day automatically. The new display case, porcelain inside and out as is the entire line, has a "case within a case" aluminum lining.

Another new feature of the line is a foot-operated door lock for bottom storage compartments. The new lock eliminates the use of outside hardware on the doors.

Shown in addition to the new frozen food display case in the Friedrich line was their two-shelf meat and dairy case, the three-decker, 8-ft. dairy case, and the fruit and vegetable open display cases which are of "endless" construction and are available in 8-ft. and 11-ft. sizes.

### Case Provides Night Lid

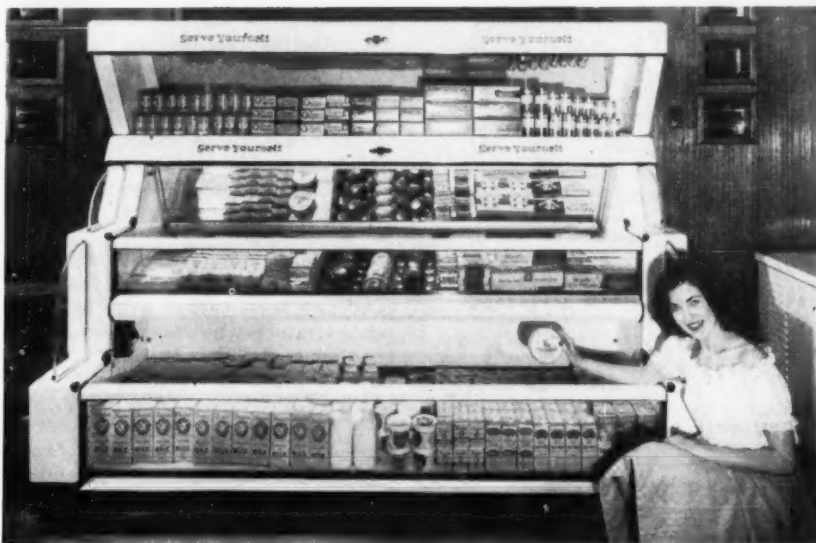
Three units were shown by Frigid Units, Inc. The 6-ft. open-type ice cream and frozen food display case has a "backbar" superstructure and comes equipped with a night lid for off-period covering of refrigerated space.

The 18-cu. ft. frozen food display cabinet is of conventional design and comes equipped with superstructure. Also shown was a 5-ft., double-duty dairy case. This unit has understorage facilities.

### Cabinet Permits Varied Use

A combination meat, dairy, and delicatessen display case, model 256-SS was shown by C. V. Hill & Co., Inc. The case, of add-a-unit construction, is 6 ft. 2 in. long and has a double glass front. Constructed with

## Case Allows Display of Associated Items



Model WODD-8, on view at the Warren Co. booth, helps grocer place delicatessen meats and dairy products close together, thus stimulating larger purchases by patrons.

two shelves, rack in the bottom shelf can be raised or lowered 2 in. Both top and bottom shelves are illuminated.

### New Iceberg Units Awaited

The series 600 frozen food locker unit was being demonstrated by Iceberg Lockers, Inc. No new features on the series was announced by the company at this showing, although new models will be announced shortly, according to company spokesman.

### Mist Flows Over Produce

A claim of complete fog control for their self-service produce display

cases was claimed by Pre Kool, Inc. Said to eliminate losses from product dehydration, the new unit uses a forced convection and a refrigerated "aerated mist" flows over and through produce, it is said, to prevent dehydration.

The refrigerated mist is drafted upward at the rear of display area and is turned over produce through use of a deflector. The "fog" is drawn through a screen at bottom of display area.

Movable trays in the unit provide three display levels. The cases of steel construction are covered in Monel. Cases are of endless construction and come in 10 and 15-ft.

lengths. There are two heights available, the lower featured for "island" use.

### Cabinet Can Fit Others

A self-serve open display case, model UL 2610, was shown by Sherer-Gillett Co. The case is 10-ft. long and can be joined to additional sections as needed.

Use of the "atomized air" directional flow principle, the Sherer-Gillett case circulates refrigerated and humidified air over the produce and through the storage space.

The case also has "duo fan" equipped coils, heavy-duty chrome-plated brass hardware, exterior porcelain front, full-length fluorescent lighting, a full-length mirror over produce display, and adjustable shelves.

### Viking Exhibits Full Line

Viking Refrigerators, Inc. were showing their current line of display cases including the V-10 all-purpose display case. This case and the V-7, also shown, come in 10-ft. lengths. The model CC-90 "Crispy Cold" vegetable display case was shown in the standard length of 7 ft. 6 in. for this model. Completing the Viking display were the model V-9 double-deck dairy case and the model V-4, a double-duty display case.

### Glass Cover Is Convertible

Two new frozen food cabinets were shown for the first time by Authorized Cabinet Co. These were the model ACCO 20, an open display cabinet which comes equipped with glass lids for "convertible" display feature. 34 in. in height (56 3/4 in. with superstructure) the cabinet is rated at 20 cu. ft. capacity. It is powered with a 1/2-hp. Kelvinator unit.

"We Boost and Job  
Penn Refrigeration Controls  
because so many Refrigeration Service  
Engineers recommend and  
prefer to use them"



O. L. Easterbrook  
President  
Marquette Equipment Co., Peoria, Ill.

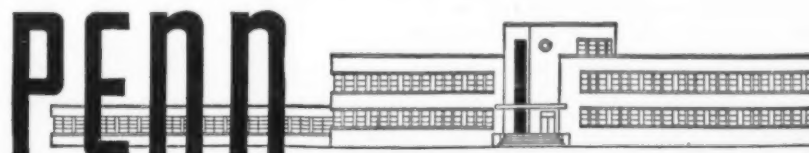


Bryson H. Roth  
Vice President  
Marquette Equipment Co., Peoria, Ill.

Outstandingly successful operators in the field of refrigeration Messrs. Easterbrook and Roth join in this tribute to the quality and the reputation which Penn refrigeration controls enjoy among service men. Their firm, The Marquette Equipment Co., Peoria, Illinois, is one of the leading organizations of the area.

Newest addition to the Penn line is the Series 321 Hot Gas Defroster which automatically defrosts refrigeration coils at regular intervals, with a minimum effect on the temperature of the stored products. This new Penn product, in successful use by original equipment manufacturers, is now available to installers and service engineers through regular trade channels. Throughout the field of commercial refrigeration there is a waiting market for this automatic means of keeping coils efficiently free of frost.

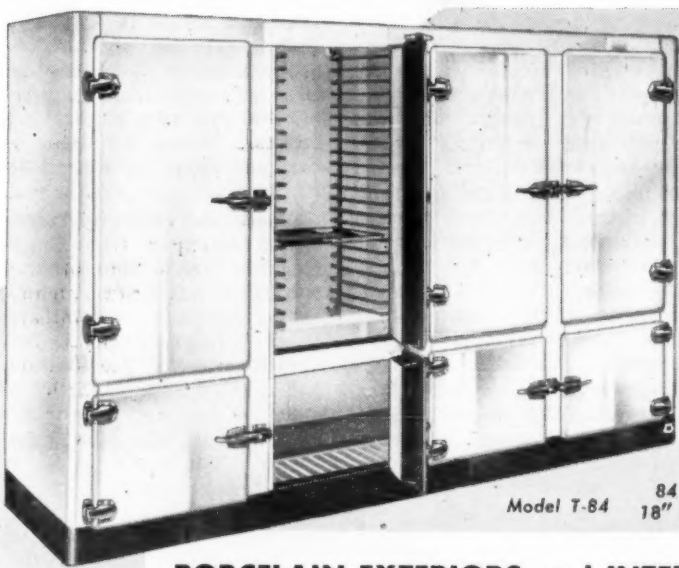
This new automatic defroster is a worthy companion to the famous Penn 270 Refrigeration Control, with its 2-pole contact structure and sight-set calibrated scale—the control which has set a new standard of performance in the industry. Ask your wholesaler—or write now for detailed information about the Series 321 and Penn's complete line of refrigeration controls. Penn Electric Switch Co., Goshen, Indiana. Export Division: 13 East 40th Street, New York, U.S.A. In Canada: Penn Controls, Ltd., Toronto, Ontario.



**Penn**  
AUTOMATIC CONTROLS

FOR HEATING, REFRIGERATION, AIR CONDITIONING, PUMPS, AIR COMPRESSORS, ENGINES, GAS RANGES

## STEP UP PROFITS With "P-H" Slo-Dough Cabinets



Model T-84  
84 Trays  
18" x 25 1/2"

### PORCELAIN EXTERIORS and INTERIORS STAINLESS EXTERIORS also Available

The new Puffer-Hubbard all-porcelain Slo-Dough Cabinets with patented Grad-U-Matic Air Conditioning for the correct control of both temperature and humidity provide the most efficient dough retarding for all baking purposes. They will quickly pay for themselves in savings in time and labor and enable you to step-up profits. Available in 3, 6 and 8 door models, they:

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3. Make rush orders easier to handle
4. Assure oven-fresh goods at all hours
5. Eliminate night work
6. Simplify production schedules
7. Relieve week-end rushes
8. Improve eating quality
9. Greatly increases sales.

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INFORMATION



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Grand Haven, Mich. Established 1898

MANUFACTURERS OF REACH-IN CABINETS, DAIRY-DELICATESSEN CASES, BEVERAGE COOLERS, DOUGH RETARDERS, FLORIST CABINETS AND WALK-IN COOLERS



## How Can Industry Expand Export Volume In Face of World-Wide Dollar Shortage?

By Eugene Hesz, International Market Analyst

Again and again the American manufacturer of air conditioning and refrigeration equipment puts these pertinent questions to us:

"How can we use those interesting foreign markets when so many of them are suffering under an acute dollar shortage?"

"How is it possible to go into this business and still conduct one's affairs with sound business methods, fully guarding the interests of the company, its shareholders, and all that it represents in the American economy?"

"Is it not so much easier to give still better service to our broad domestic markets and delay international business until better times, in the world markets, are here again?"

The answer to these questions can only be given when international trade in general and the special role of the United States, as the strongest member of the family of nations engaged in international trade, is evaluated and recognized as today's dominant factor in world economy.

What has made the western European countries, prior to the two devastating world wars, so strong financially, and how was it possible for them to retain for so many years their economic welfare despite the natural limitations of the countries and the relatively small size of many of their national resources?

Those European countries, led by England's initiative, went out into the world markets; they took the large risks involved, and thus made it possible to bring about, on a

broad scale, the importation of foreign raw materials which were paid for by the export of the finished product—machines and other capital goods or consumer goods ready for the market.

America was thrust quite suddenly after World War I into the role of the world financier, practically identical with the role as supplier of finished equipment to those countries that were starving for our modern machinery and other commodities.

It is little wonder that in that period, between the wars, the most serious mistakes in our capital export policy have been committed.

Whereas England has for many years exported machinery to underdeveloped countries and has, in exchange, where liquid money or needed raw materials have not been available, taken an active interest in the young industry of the customer country, the United States' young financiers have followed a different tactic.

Credits were given in large amounts, but in a lesser degree to countries waiting for industrial development than to highly developed nations in western Europe who were partly unable and partly unwilling to recognize their duty of repayment.

The master-mind which developed the successful strategy of doing business with a partially developed foreign country and reducing the risk by clever participation has been the British businessman who at this very moment is, despite his limited means, again embarking upon this very successful export policy.

Of course, sometimes losses must

by incurred and may even run into important figures. The total investment of the British capitalist in Chinese loans alone, based upon the extraterritorial rights in the large Chinese harbors, amounted to over 5 billion dollars before the outbreak of the Chinese-Japanese War. Owing to political events which have taken place since, the greatest part of this enormous amount may have to be written off entirely, and may never be recovered.

But how does the other side of the ledger look? For over 50 years England has been carrying on a magnificent trade with those very Chinese trading centers, and, even if the total capital must be written off as loss at present, there can be no doubt that the actual financial profits during all those years have by far surpassed the invested capital and have constituted, in effect, a full repayment of the risked capital, with interest.

### ONLY ONE OF MANY

But we must never forget that the Chinese business was for the British exporter only one venture out of many. If we only think of the enormous investments in Australia, New Zealand, South Africa, not to mention the stupendous transactions involving export and import between England and India, it may, without exaggeration, be asserted that the Chinese business of the British manufacturer and importer has played only a minor role in the total picture.

Certainly, we cannot compare fully the position of the United States, a country with concentrated economic power and without foreign dominions of comparable size to those of Great Britain. However, let us look at the figures of American capital invested abroad with a view to establish outlets for the American manufacturer's product.

In 1928, the total American investment abroad represented 8 billions, and this amount receded to only 3 billions by 1938. At the outbreak of the second World War, the flight of capital from many countries all over the world to the United States had by far surpassed the total amount of our useful investments abroad, so that these were practically wiped off the slate.

Nothing would be further from sound American business policy than an automatic emulation of financial policies which have been tried out by our English friends for centuries with great success, but under entirely different world conditions.

But we should take a sound look at those very methods and learn how to establish permanent foreign markets for the products of American manufacturing industries in general, and for our plants producing air conditioning and refrigeration equipment, vital for the most basic improvement of conditions of human nourishment in so many half-developed foreign countries in particular.

It must be emphasized that our factories, which find the domestic business getting more and more competitive, and are willing to engage upon a farsighted export policy, are by no means forced to carry the risks completely alone.

### GOVERNMENT EAGER TO HELP

Our government, as expressed only a short while ago by the President as the "Fourth Point" (of our foreign policy)—help in development of young nations—is actively interested in furthering the spread of American know-how and the American product itself to those countries which need this help.

The raising of the standards and of the prosperity of backward nations is considered to be of such vital importance for the preservation of peace, that the American manufacturer who embarks upon such a program will find active assistance through various government bodies, established for such and similar purposes.

The Economic and Social Council of the United Nations has been officially invited by Mr. Willard Thorp, who represents the economic policy in our State Department, to cooperate actively in these endeavors.

The International Bank for Reconstruction and Development, The American Import-Export Bank, and the Economic Cooperation Administration are some of the agencies which stand ready to help the American manufacturer in his planning and in the execution of his foreign business.

American capital has, in the last ten years, again been going abroad in appreciable amounts, particularly in the search of oil. It has been successful in investing for this purpose,

## 'Something New' Has Been Added In Liege



In the "American corner" of this Liege, Belgium, market—said to be the first in that city to adopt modern self-service merchandising of dairy and related products—is a new model triple-deck refrigerated case and a standard double-duty case. Both are products of Koch Refrigerators.

## Self-Serve Merchandising Of Dairy, Related Items Introduced In Belgian City

LIEGE, Belgium — Householders who patronize the market here of Henri Wiser are experiencing "something new" in shopping these days.

For M. Wiser reportedly is the first grocer in this city to adopt modern self-service merchandising of dairy and related products.

In the "American corner" of the market stands a triple-deck refrigerated dairy case, one of the new Model 306's brought out only this spring by Koch Refrigerators. Nearby is another Koch product, a 6-ft. standard double-duty display case known as Model 106.

and in stipulating such conditions as will safeguard the ventured capital in such a way that disagreeable surprises (e.g., the confiscation of all foreign oil properties in Russia, as practiced by the Communist government at the end of World War I and involving amounts not far from one billion dollars) should not happen again.

Let the manufacturers of air conditioning and refrigeration equipment take their lesson from these clever negotiations which aim mostly at two entirely different, but still closely related goals: the development of the resources in a foreign country and the safeguarding of the American company's property by exact conditions regarding amortization, control of property, and continuous transfer of a legitimate profit to the home company.

Investment of American capital abroad in such cases does not mean the transfer of dollars to a foreign group or country. It means the export of American machinery, American equipment, and American apparatus to those very foreign countries who will pay back according to the specific agreements entered into.

Another interesting point must be mentioned in this connection. Wherever the American oil company directs its investigations and its development work, it will, in most cases, employ large numbers of American engineers and other American personnel.

In many instances these young men and their families will be working in tropical and sub-tropical climates, very often quite close to the equator

The 306 has three fully-refrigerated shelves, with loading capacities of 14 by 5½ by 70 in., 18 by 7½ by 70 in., and 25 by 11½ by 70 in., respectively, from top to bottom. Each shelf has its own individual coiling system, and a full-length fluorescent light.

The case has been built so that one unit can be joined to another by merely removing the end glasses, not the whole ends of the fixtures.

Heat exchangers are regularly installed on all units, allowing the full surface of the cooling coils to be used. It is also designed to eliminate sweating or frosting of the suction line outside the case.

A companion feature is the heavy-duty coiling, with extra large tube and fins.

The Model 306 has a full-length, plate-glass copper-backed mirror placed behind the top shelf to reflect and emphasize the top display.

and under circumstances which make the application of air conditioning and the use of modern refrigeration a necessity.

In conclusion it may be said that the answer to our problem, as has been demonstrated, is not a simple one—but a number of factors cannot be sufficiently underlined.

Our domestic markets will not be able to absorb all the equipment which we can produce. The foreign markets are waiting for our products.

### NEED IS URGENT

Most important, for almost every one of those half-developed regions which we wish to have as customer countries, and which will form a natural outlet for our surplus, the urgent need for transportation and refrigeration equipment is evident.

England is grasping at this very moment for these foreign markets and will automatically get its due share, often on account of old connections and old buying habits. But Germany is also coming back to its old markets and will try to regain its foothold, where American machinery has just been introduced and appreciated.

There is certainly room in the world for export from England, from Germany, and from other European countries, but American industry deserves rightfully a dominant place in those foreign markets. Now, is the time to broaden the foothold and use the excellent tools which our government is putting at our disposal to create permanent outlets for the products of our industry.

for fast installation  
and a quick OK on the job  
specify KNO-DRAFT,

## the completely adjustable air diffusers

Features like the self-contained inner unit (Fig. 1) and the HD set-lock assembly (Figs. 2 & 3) speed your work along. They are especially handy where ceilings already exist. It's a simple job to remove the inner assembly, attach the outer cone to collar or duct and reassemble the diffuser. The outer cone slips over the suspension bolts and is secured by a slotted washer which keeps the spring loaded catch in compression.

These Kno-Draft features not only speed installation but they eliminate the tough job of figuring everything about the air movement in advance. If people or partitions are relocated while the job is in progress, you can adjust to meet the changes in a jiffy. A screwdriver adjusts the three suspension bolts for any angle of air discharge from horizontal to vertical (Fig. 4). The single annular air stream permits immediate and accurate velocimeter reading (Fig. 5). A twist of the wrist regulates the air volume (Fig. 6).

### FREE LITERATURE

How to Balance Air Delivery of a System of Manifold Air Diffusers. Reprint of a paper presented at 55th ASHVE Meeting describes method of determining in advance the damper setting for each outlet so as to apportion total air delivery among the outlets in the ratio intended or required. Application is demonstrated by examples.

Handbook on air diffusion shows how you can get top efficiency from an air conditioning system, cut installation time and get off the job faster. Please write Department A-20.

### W. B. CONNOR ENGINEERING CORP.

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NO Other Line Gives You So Much Quality, Safety, Economy!

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QUALITY and SAFETY, requirements of the industry, are assured you by this Underwriters' Laboratories listing. Lower first cost and trouble-free operation provide maximum ECONOMY. Insist on RAPID Refillable Dehydrators!

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RAPID DEHYDRATOR

\$3.25 EACH  
(IN LOTS OF 10)

FOR RUGGED SERVICE  
185 N. WABASH AVE.  
CO. CHICAGO 1, ILLINOIS

## Refrigeration Problems And Their Solution

By Paul Reed

For Service and Installation Engineers



Paul Reed

### Refrigerants (13)

If the evaporator were properly designed for use with "Freon-12," it should be suitable for "Freon-22." In fact, the slightly lower oil-solubility and somewhat greater thermal conductivity of "Freon-22" favors the evaporator capacity.

For the same evaporator temperatures, the same type and grade of compressor oil that was suitable for the compressor with "Freon-12" should also be suitable with "Freon-22." However, it would be advisable to drain the old oil and put in fresh oil; also to blow the evaporator, condenser, and lines out with CO<sub>2</sub> or nitrogen to remove any oil that might be pocketed.

In many instances, the reason for changing an installation from "Freon-12" to "Freon-22" is to carry a lower evaporator temperature. In such cases, it may be necessary to change to an oil that even at the lower temperature, does not dewax and deposit wax in the expansion valve, capillary tube, etc. If the dewaxing temperature of the oil is not definitely known, it is advisable to change to the lower dewaxing oil, when changing refrigerant.

The new refrigerant will be oil-free, so it will absorb some oil according to the temperature and pressure of the refrigerant. Therefore, it will be necessary to replace in the compressor, the oil absorbed by the refrigerant.

Within two hours, and again within 24 hours, check the compressor oil level and add oil as may be required to make up for that absorbed by the new refrigerant and in circuit throughout the system.

The oil-solubility of "Freon-22" is not the same as that of "Freon-12" so a careful check must be maintained on the compressor oil level, after such a changeover.

Settings of the low-pressure control, if any, must be changed to the higher pressures corresponding to the temperatures equivalent to the former "Freon-12" pressures or to the desired temperatures. High pressure cut-out settings for air-cooled machines will have to be changed from those used with "Freon-12" (probably about 75 p.s.i.g.) to a pressure of about 100 p.s.i. higher. A new high-pressure cut-out that can be set that high will probably have to be bought. For water-cooled units, a new setting of about 225 p.s.i.g. should be adequate for most localities, unless condensing water temperatures run above 90° in the summer.

Water control valves must be reset (if possible, otherwise replaced) to maintain a condensing pressure of about 200 p.s.i.g. Due to much higher pressures, especially on the high side of the system, leaks may appear at places that did not leak with "Freon-12." It is, therefore, highly important that all joints or

any places that might conceivably leak, be carefully tested with a halide torch.

#### THE IDEAL REFRIGERANT

The term "ideal refrigerant" has been used, but there is no such thing as an ideal refrigerant. One refrigerant might conceivably be discovered that would have ideal characteristics for use in a hermetically sealed unit in a household refrigerator, but would fall far short of ideal for a large air conditioning system using a centrifugal compressor.

Thus, there is no universal refrigerant that can be used on any or all types of equipment nor for any or all types of applications. So far, no refrigerant has been found that is perfect for even one type of equipment nor one type of application.

In designing a refrigerating system, it is the proper procedure to choose a refrigerant that is best suitable for the type of application and for the general type of equipment that is to be used. Then the equipment can be closely designed around that refrigerant. In that way, the most desirable results and most economical operation can be obtained.

Thus it can be seen that rarely is it advisable to change the refrigerant in an installation from one kind to another. In isolated cases, the characteristics may be so nearly alike for that particular type of application and type of equipment, that the change can be made. Ordinarily, however, it is best to continue to use the same refrigerant for which the equipment manufacturer designed the equipment.

#### REFRIGERANTS IN THE FUTURE

The outstanding trend in refrigerants for the household, commercial, and air conditioning fields has been toward:

1. Maximum safety, both from fire and toxicity hazards.
2. Greater stability, so that they remain unchanged by contact with air, moisture, or common materials of which the equipment may be made.
3. Desirable physical and thermodynamic properties.
4. Moderate solubility in mineral oils.
5. Low cost.

As time goes on, and as the field of new applications is enlarged, as new types of equipment develop, and as competition drives research, it is reasonable to expect that new refrigerants will be added to those available at present, and that these will follow the trends already set.

#### Pickering Opens Branch

MINDEN, La.—Pickering Refrigeration here recently announced the opening of a branch at 2020 Texas Ave. in Shreveport, La.

### Receiver Requested In Clyde Porcelain Suit

TOLEDO—A stockholder's suit has been filed asking appointment of a receiver, an accounting of funds, and temporary and permanent injunctions to prevent disposal of any properties of Clyde Porcelain Steel Corp., Clyde, Ohio.

Clyde Porcelain Steel Corp. manufactures porcelainized products.

The suit was filed in Sandusky County Common Pleas Court by Carl McGlone, of Carl McGlone & Co., Inc., Chicago.

### Shepherd's Appliance Drops Out

JAMESTOWN, N. Y.—Shepherd's Appliance Store here, announced it is going out of business after 29 years of operation.

### Re: Specifications

The following information has been received from the Brewer-Titchener Corp.:

"In the June 13 Home Freezer Specifications issue of the NEWS, there were two errors in specifications of our BTC line of home freezers. The cooling medium for all three of our listed models is a flooded plate wrap-around evaporator. The construction of our interior liner is 16-gauge steel zinc metallized," it was pointed out.

"Since the publication of the June 13 issue, we have added four years additional protection on all our equipment having hermetic condensing units. We also have added a five-year protection policy against food spoilage."

### NARDA Set To Meet In Chicago July 10-11--

(Concluded from Page 1, Column 5) a board meeting and an open house reception in the evening.

Monday morning will be given to the appliance picture with A. B. Ritzenthaler, vice president in charge of sales, Tappan Stove Co., and E. Carl Sorby, vice president of the George D. Roper Corp., representing the manufacturer; Harry Alter, Chicago, distributor; and William Murray, Paoli, Pa., and Phil Urner, Bakersfield, Calif., on the rostrum for the dealers. All will discuss problems facing the dealer during the last half of 1949.

In the afternoon NARDA will concentrate on radio and television with H. G. Baker, general manager, Home

Instrument Div. of RCA, on the panel for the manufacturer and three dealers. The retailers are Mort Farr, Upper Darby, Pa.; Harry B. Price, Jr., Norfolk, Va.; and Francis Monnette, Lowell, Mass.

James Lee Pryor, NARDA president, will report on the association's recent consultations with leading manufacturers of appliances, radio, and television. This will be a feature of the entire two-day program. The recommendations he will make on behalf of the board of directors will "unquestionably have far-reaching effect upon the appliance industry during the following 12 months and also in the years to come," it was indicated.

### THE APPROVED

Motorless  
Electric  
Model  
CA-100

### PREST-O-MATIC CARBONATOR

Featuring Dependability

Engineered for simplicity and years of dependable operation.

- Easy to install.
- All standard parts.
- Lightweight—Compact.
- 25 gal. per hour capacity.
- Independent of water pressure.
- Assured performance.

Dealers...Write for details

PREST-O-MATIC CARBONATOR CO.

317 S. MADISON ST. • ROCKFORD, ILLINOIS



The line of  
least resistance  
in air conditioning

PACIFIC WINDOW AIR  
CONDITIONERS SELL  
THEMSELVES.

WRITE TODAY!

Pacific Mfg. Corp.  
Cleveland 4, Ohio

## Many PRODUCTS

## Many PROSPECTS

# One

## DOMINANT PAPER

### MORE PENETRATING COVERAGE OF IMPORTANT MARKETS

For the thousands of products produced and sold by the refrigeration and air conditioning industry, there is only one publication that reaches the entire market—AIR CONDITIONING & REFRIGERATION NEWS.

For the many prospects to be reached in doing a complete selling job through advertising, advertisers are choosing the NEWS three-to-one over any industry publication.

Here is a great industry which is served by one weekly newspaper, the only one publication which gives penetrating contact for advertisers in every phase of manufacturing and distribution in the "big ticket" appliance field and

in the commercial refrigeration and air conditioning field.

The NEWS is not only a dealer paper, not only an engineering journal, not only a new equipment digest—it is the "Newspaper of the Industry," edited for sales and management executives, design and production engineers, purchasing agents, wholesalers, contractors, sales outlets, and service and installation firms.

For almost a quarter century, the most experienced and largest editorial staff in the field has enabled the NEWS to report and interpret every phase of the industry completely and authoritatively.

And here are just some of the many products now being advertised in the NEWS:

Steel Stampings	Aluminum Bearings	Insulation	Home and Farm Freezers	Milk Coolers
Tubing	Castings	Hardware	Household Refrigerators	Soda Fountains
Fittings	Motors	Paints and Finishes	Air Conditioning Units	Ice Cream Cabinets
Valves	Pulleys	Lubricants	Carbonators	Electric Ranges
Controls	Pumps	V-Belts	Filters	Evaporative Coolers
Shafts	Cooling Towers	Unit Coolers	Fans	Humidifiers
Seals	Metal Hose	Ice Cube Machines	Blowers	Handtrucks
Plastics	Vibration Eliminators	Display Cases	Condensing Units	Heat Exchangers
Driers	Gaskets	Registers and Grilles	Evaporators	Cold Plates
Refrigerants	Mouldings	Beverage Coolers	Coils	Leak Detectors
		Water Coolers	Shelving	Locker Equipment

This partial list of advertised products shows that more and more advertisers are finding that this is one industry where one advertising medium reaches all the important prospects.



Complete facts on AIR CONDITIONING AND REFRIGERATION NEWS are contained in two new booklets, "Inside Dope No. 10" and "Market and Media File." Here you'll find all the information that will prove the NEWS to be today's best buy in this "blue chip" industry. These booklets are yours for the asking.

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## AIR CONDITIONING AND REFRIGERATION

# News

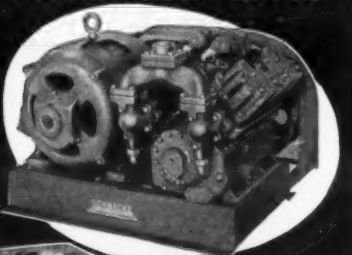
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## SCHNACKE

COMPRESSORS AND CONDENSING UNITS

Now Available with  
**THERMATROL**  
CAPACITY CONTROL



**THERMATROL**  
maintains even  
Evaporator  
Temperature

- 1-Improves Refrigeration System Efficiency
- 2-Eliminates Unnecessary Cycling
- 3-Reduces Electric Current Consumption

These are some of the "plus" advantages now available in all SCHNACKE improved Compressors and complete Condensing Units.

For long wear and greater operating efficiency, SCHNACKE Compressors have replaceable, refrigerant-cooled steel cylinder sleeves, balanced forged crankshaft, sealed crankcase, positive pressure lubrication, and many other advanced features. Compressor models available from 5 to 50 H.P.

SCHNACKE Condensing Units are complete with cleanable type fin tube condensers mounted in sturdy base, water control valve and pressure controls. Models available from 5 to 25 H.P.

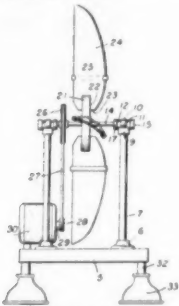
Write SCHNACKE, INC., 1016 E. Columbia St., Evansville, Indiana, for engineering details.

**SCHNACKE, INC.**

# PATENTS

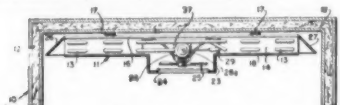
Week of March 8  
(Continued)

2,463,752. PORTABLE EXHAUST FAN. Louis N. De Cuir, Sr., and Anthony J. Dugas, New Iberia, La.



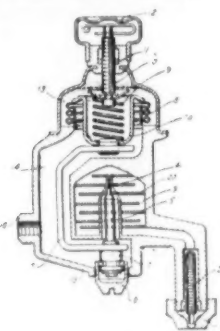
1. An exhaust fan of the class described comprising a portable platform, a pair of standards supported on said platform, sleeves carried at the upper ends of said standards, said sleeves adapted to receive the outer ends of a horizontal positioned shaft journaled in said sleeves, a hub of fibrous material carried by said shaft and adapted to rotate with the shaft, said hub having inclined slots therein, one edge of a plurality of blades secured in said slots, said blades radiating outwardly from said hub and constructed of a relatively thin fibrous material, brace means supporting said blades in a transversely curved position, and motor means carried by the platform adapted to rotate the shaft.

2,463,835. REFRIGERATOR HAVING AN AIR-PUMP CIRCUIT. Virgil P. Warren, II, Atlanta, Ga., assignor to The Warren Co., Inc., Atlanta, Ga.



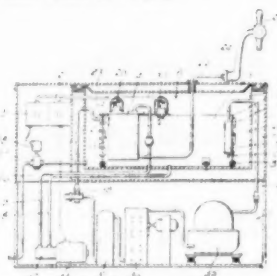
1. In a refrigerator or air cooler including a cabinet or room, air cooling means arranged immediately adjacent the ceiling of said cabinet or room, said air cooling means being limited to a relatively small depth of the top of the space of said cabinet and the effective cooling area of said means being distributed to a uniform depth horizontally throughout the width of said cabinet or room, means supplementing the action of gravity for circulating air over said cooling means in heat exchange relation therewith, enclosure means having a central aperture and spaced lateral discharge outlets for isolating said cooling means from the body of air in said cabinet or room, except at said aperture which serves as the inlet for the flow of air to said cooling means and at the discharge outlets at the ends of said enclosure means adjacent the opposite walls of said cabinet or room, whereby a curtain of cooled air will be discharged adjacent the walls of said cabinet or room and air from said curtains of air will be free to drift under the combined action of gravity and said circulating means toward the center of said cabinet or room in accordance with its temperature rise, the flow of air producing a temperature gradient in the body of air which tends to offset the temperature gradient due to the action of gravity, thereby producing a gradual drift of air from adjacent the side walls of said cabinet or room toward the center of said cabinet or room and toward the induction draft produced by said circulating means.

2,463,892. REFRIGERANT EXPANSION VALVE. Clyde S. Martin, Miami, Fla. Application June 20, 1947, Serial No. 756,046. 1 Claim. (Cl. 62-127.)



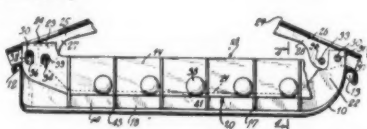
In an expansion valve for refrigerating systems, a domed inlet chamber for holding liquid refrigerant at high pressure, a series of interdigitating heat-transfer baffles fixed to the walls of said inlet chamber, an orifice axially centered in said inlet chamber at the top thereof and leading downwardly to an expansion chamber, said heat-transfer baffles adapted to convey heat from said inlet chamber to the walls of said orifice, and a needle valve responsive to pressure in said expansion chamber movable in said orifice.

2,463,899. APPARATUS FOR COOLING AND CARBONATING LIQUIDS. Andrew J. Nickolas, North Haven, Conn. Application Aug. 17, 1946, Serial No. 691,264. 6 Claims. (Cl. 62-141.)



1. Refrigeration means comprising an insulated tank forming a fluid reservoir, an evaporator assembly disposed within said tank comprising a partition member dividing said reservoir into an inner compartment and an outer annular compartment and refrigerant conducting coils supported on the partition member, a carbonating device comprising a fluid container disposed within the inner compartment, means for supplying water to the outer compartment, means for permitting water to overflow from the outer compartment into the inner compartment, pumping means for pumping water from the inner compartment into the carbonating device, means for withdrawing carbonated water from the carbonating device, means in said device responsive to liquid level for controlling the pumping means to maintain the liquid level in said device within predetermined limits, means in said inner compartment responsive to liquid level for controlling said water supplying means to maintain the liquid level in said inner compartment within predetermined limits, means for supplying refrigerant to said refrigerant conducting coils, and temperature responsive means in said inner compartment adapted to control the operation of said refrigerant supplying means.

2,463,947. ICE TRAY. Michael K. Buchanan, Norfolk, Va. Application Nov. 5, 1946, Serial No. 707,941. 5 Claims. (Cl. 62-108.5.)

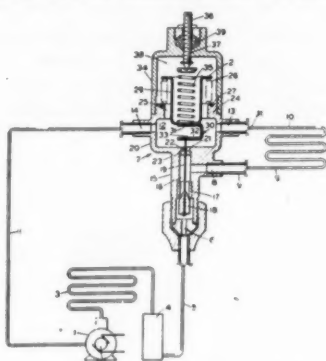


1. An ice tray grid comprising an upper longitudinal member, a lower longitudinal member and transverse members, the transverse members being secured to the lower longitudinal member, the upper longitudinal member and the transverse members being loosely connected to each other to permit relative vertical movement, the ends of the lower longitudinal member extending upwardly to substantially the plane of the top of the upper longitudinal member, the upper longitudinal member being provided with embossments for interlocking with ice cubes formed in the grid, and lever mechanism secured to the upper and lower longitudinal members to cause relative movement of said members and to cause the embossments to react with the walls of the ice cubes to release the cubes from the grid upon operation of the lever mechanism.

2,463,951. REFRIGERATION EXPANSION VALVE. Franklyn Y. Carter, Dearborn, Mich., assignor to Detroit Lubricator Co., Detroit, Mich., a corporation of Michigan. Application May 25, 1945, Serial No. 595,863. 5 Claims. (Cl. 62-127.)

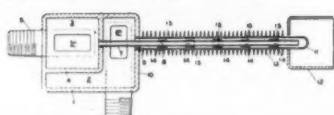
1. A thermostatic expansion valve for controlling flow to a refrigerant evaporator, comprising a valve casing having a passageway therethrough, a valve member in and controlling flow through said passageway, a housing member rigid with said casing and having a chamber with an inlet and an outlet for flow therethrough of refrigerant medium from the evaporator, a thrust member operatively connected to said valve member and extending into said chamber, means responsive to pressure changes in said chamber, thermostatic means in said chamber and operatively connecting said

responsive means to said thrust member for movement of said valve member toward closed position upon increase of pressure in said chamber, said thermostatic



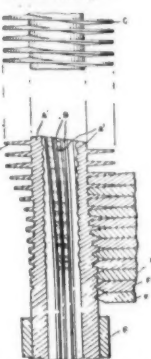
means acting upon temperature increase to move said valve member toward open position, and means cooperable with said responsive means to determine for a given temperature of said thermostatic means the pressure in said chamber at which said valve member will be closed.

2,463,996. HEAT EXCHANGE APPARATUS. Gilbert C. Polk, Detroit, Mich., assignor to American Blower Corp., Dearborn, Mich., a corporation of Delaware. Application Feb. 19, 1947, Serial No. 729,616. 3 Claims. (Cl. 257-2.)



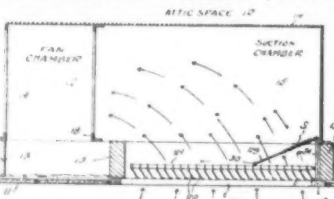
3. In a heat exchange apparatus for transferring heat to a gaseous stream, a conduit wherein the condensing of a vapor transfers heat to said gaseous stream, and conduit having one end closed and having an opening at the other end for removal of condensate, a second conduit for conducting said vapor to said first conduit, said second conduit being positioned interior of said first conduit and discharging said vapor into the closed end portion of said first conduit, said second conduit having one or more apertures therein operable to permit some of said vapor to enter said first conduit before said vapor reaches said closed end portion, closure means affixed to and substantially surrounding a portion of said second conduit and cooperable with at least one of said one or more apertures to control the flow of vapor therethrough, said closure means being responsive to the differential of pressure between said second and said first conduits and operable to open at a predetermined pressure, said one or more apertures and said closure means being operable to permit continued circulation of vapor in the event of freezing and clogging of the closed end portion of said first conduit so that said continued circulation would supply sufficient heat by conduction to the closed end of said first conduit to melt out any frozen condensate obstructing said closed end portion and said vapor condensing in the space between said first and second conduits.

2,463,997. METHOD OF MAKING INTEGRAL EXTERNAL AND INTERNAL FINNED TUBING. James S. Rodgers, Detroit, Mich., assignor to Calumet and Hecla Consolidated Copper Co., Calumet, Mich., a corporation of Michigan. Application June 19, 1944, Serial No. 541,002. 1 Claim. (Cl. 29-157.3.)



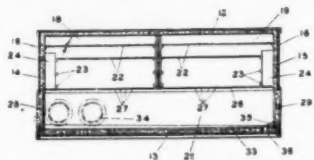
In a method of forming finned tubing, including the step of extruding a tubular blank with internally projecting longitudinally extending integral fins and the step of developing by a transverse rolling operation external transversely extending fins from the peripheral portion of said extruded blank and simultaneously imparting a slight twist to the blank and the internal fins thereof; the step of imparting a predetermined helix angle other than zero to the internal fins during the extrusion of the blank to control the final helix angle of said internal fins at the completion of the external fin forming operation.

2,464,000. LOUVER MECHANISM FOR ATTIC VENTILATION. August W. Schild, Houston, Tex. Application Feb. 12, 1946, Serial No. 647,100. 3 Claims. (Cl. 98-43.)



1. A noiselessly operable louver structure comprising, a frame having therein an opening for flow of air therethrough, a set of gravity closed slats extending across said frame and over said opening, hinge means connecting said slats to said frame for opening and closing movements of said slats relative to each other to control flow of air through said opening, said hinge means comprising loops of flexible material extending around said slats and brought together and fastened to said frame adjacent to one edge of each slat, whereby the inherent flexibility of the material from which said loops are formed provides for noiseless swinging movements of said slats between open and closed positions relative to each other, and means to limit opening swinging movements of said slats.

2,464,111. BEVERAGE COOLER. Frank O. Alexander, Genesee County, Mich. Application Nov. 21, 1947, Serial No. 787,425. 1 Claim. (Cl. 62-141.)

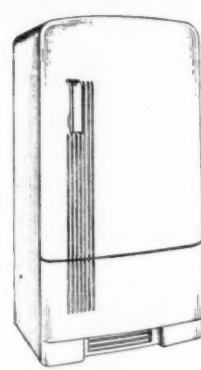


In a refrigerated beverage cooler the combination comprising: two adjacent upper compartments each having horizontal shelves for supporting trays or individual bottles of beverages; a pair of refrigerating units disposed respectively at opposite ends of said upper compartments for cooling the contents of said cooler; a single, lower elongated compartment of length substantially equal to the combined lengths of said two upper compartments separated from said upper compartments by an intermediate wall having a plurality of small openings there-through providing communication between said upper compartments and said lower compartment, said lower compartment having a door at each end thereof; and a pair of base rails in said lower compartment which rails slope from one of said doors to the other of said doors; whereby barrels of beverage, placed in said lower compartment through the door at the high end of said base rails, will

be automatically moved down said rails, to the door at the low end of said base rails, wherefrom said barrels may be individually removed as desired.

## DESIGNS

152,985. DESIGN FOR A REFRIGERATOR CABINET. Theodore H. Koeber, Oak Park, Ill., assignor to International Harvester Co., a corporation of New Jersey. Application April 12, 1947, Serial No. 138,337. Term of patent 7 years. (Cl. D67-3.)



The ornamental design for a refrigerator cabinet, as shown.

## CLASSIFIED ADVERTISING

EFFECTIVE with the issue of June 6, 1949, rates for classified advertising will be revised as follows:

RATES for "Positions Wanted" \$5.00 per insertion. Limit 50 words. 10¢ per word over 50.

RATES for all other classifications \$7.50 per insertion. Limit 50 words. 15¢ per word over 50.

ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other addresses by actual word count. Please send payment with order.

### POSITIONS WANTED

AGGRESSIVE, HARD-HITTING refrigeration, air conditioning and refrigerated store equipment sales engineer; engineering college graduate; registered professional engineer; thirty-three years old, married; six years experience; now employed; interested only in position offering advancement at rate limited only by my ability to produce; would like sales or applications engineering, branch management, or executive assistant's position. BOX 3214, Air Conditioning & Refrigeration News.

M.E. GRADUATE. Two years experience with air conditioning and refrigeration contractor. Installations from 3 & 5 ton packages to 40 ton central. Estimate, design, survey, sales, service. Desire opportunity with U. S. or Foreign concern. References available from present employer. Member A.S.M.E., A.S.R.E., A.S.H.V.E. BOX 3216, Air Conditioning & Refrigeration News.

### POSITIONS AVAILABLE

WANTED: NATIONAL advertised commercial refrigeration manufacturer wants man with unusual sales ability to contact established distributor accounts and to select new distributors in protected areas. Liberal commission arrangements. BOX 3199, Air Conditioning & Refrigeration News.

AIR CONDITIONING engineer required for established air conditioning concern in Bombay, India. Applicants should have three to five years practical experience with dealer. Remuneration will be salary plus commission. Contract will be for three years. Write giving full particulars together with salary expected. BOX 3201, Air Conditioning & Refrigeration News.

### EQUIPMENT FOR SALE

LIQUIDATING VALVE stock—Approximately \$15,000 new Kerotest "Freon" valves below jobbers' cost. (Quantity buyers make offer.) 1 1/4" wing-cap globe #574S @ \$8.55, 2 1/4" wing-cap globe #461S @ \$19.76, 3/4" packless angle # 6981S @ \$3.00, 3/4" receiver valves # 2355 @ 75¢, 1/2" ODS relief # 51S300 @ \$2.00. ANCHOR SUPPLY CO., 1742 Fourth South, Seattle 4, Wash.

COMPRESSORS. NEW 1 H.P. to 7 1/2 H.P. water cooled Universals and Copelands at less than distributor's cost. BIMEI CO., Cincinnati, Ohio.

OSBORN NATIONAL food choppers, Model 130, 1/2 H.P. Aluminum finish in original crates. Priced \$99.50 F.O.B. Indianapolis. COMMERCIAL SALES REFRIGERATION, INC., 309 N. Capitol Avenue, Indianapolis, Indiana.

ALCO THERMOSTATIC expansion valves, 2 to 5 ton capacities, \$2.50 each. These valves, surplus stock, are out of manufacturers' guarantee, but new and in original packages. 407—TCLOF—2 ton—"Freon," 275—TCLIF—3 1/2 ton—"Freon," 145—TLIF—3 1/2 ton—"Freon," 159—TCL2F—5 ton—"Freon," 109 TL2F—5 ton—"Freon." Write or phone today! MURRAY CO., INC. Honesdale, Pa. Phone 600.

SHUTOFF VALVES at great savings! All new surplus stock, in clean original packages. Henry valves, 446—5/8 O.D. angle valves, \$1.50, 91—1 1/4 O.D. angle valves, \$1.00, 155—3/4 IPS angle valves, \$1.00, 391—1/2 O.D. angle expansion valves, \$1.00, Mueller valves, 600—1/2 O.D. 2-way shutoff valves, \$1.00. MURRAY CO., INC., Honesdale, Pa. Phone 600.

SUBJECT TO prior sale: Hermetic Chieftain units: 1/4 H.P.—\$44.50; 1/2 H.P.—\$44.50. Other well known hermetics: 1/4 H.P. fan cooled—\$52.50; 1/4 H.P. fan cooled—\$57.50; 1/4 H.P. fan cooled heavy duty—\$59.50; 1/2 H.P. fan cooled heavy duty—\$59.50. Open units—standard makes: 1/4 H.P.—\$56.00; 1/2 H.P.—\$64.50; 1/2 H.P.—\$84.50; 1 1/2 H.P. air or water cooled Universal Cooler—\$199.00; 2 H.P. air or water cooled Universal Cooler—\$224.00; 3 H.P.

air or water cooled Universal Cooler—\$259.00. All above units new and in original crates. Air cooled condensers: 3 row, 1 pass, 13" x 12" x 3"—\$3.95; 4 row, 4 pass, 13" x 11" x 4 1/4"—\$4.45; 4 row, 2 pass, 18" x 12" x 4 1/2"—\$6.25. Upright receiver tanks, shut off valve 4" x 11"—\$2.65. Penn low or high pressure control type, 260 Apol—\$3.75. Detroit Lubricator L. P. control—\$4.00. G. E. blower fan motor with fan—\$4.50. Superior heat exchanger, 13" overall, 3/4" x 3/4"—\$4.75; Mueller heat exchanger, 14 1/2" overall, 3/4" x 3/4"—\$5.00; Mario heat exchanger, 21" overall, 1/2" x 1 1/2"—\$7.50. Kramer Trenton panel blower complete with heat exchanger, 1/2 to 1/2 ton—\$29.00. Superior master drier, 1/2" flare x 1 1/4" x 5 1/2"—\$75. Weatherhead drier, 1/2" flare x 1 1/4" x 6 1/4" (lots of 10)—65¢. U. S. "Freon" gauge 4 1/2" face, 30" vac. 150# or 300# with corresponding temp. scale, red warning hand, mounting holes—\$4.50. Scientific dial thermometer, 4 1/2" face, minus 40 to plus 120, 5 ft. tube, mounting holes—\$4.50. Ranco type k.w. 412 cold control complete—\$4.00. WALTER W. STARR, 1207 George St., Chicago 13, Ill.

AIR ITEMS brand new!!! Check these prices and act now. Sensational savings. Cutler-Hammer control type PH-20" V. 40# range, 5-30# differential, 10-26# setting, \$2.95 ea. S15L-1 1/2 H.P. Universal hermetic complete, \$35.00 ea. FS142LC 1/4 H.P. Tecumseh open type—less motor—less receiver, \$28.00 ea. FS142LC 1/4 H.P. Tecumseh open type—less motor—less receiver—less fan and pulley assembly, \$26.00 ea. TA25FLC 1/4 H.P. Universal open type complete—less receiver, \$39.50 ea. Aetna ice cream lid #1788, \$4.00 ea. Aetna ice cream collar #1789, \$1.00 ea. Super Electric 30 watt single 60 cycle ballast 75¢ ea. 20 watt double high power factor, 75¢ ea. 20 watt ballast single high power factor 75¢ ea. Also expansion valves model T-102 1/4 flare inlet to 3/4 flare outlet; superheating setting 5°-0° bulb; maximum pressure #20 49¢ ea. McIntire driers DFN 3 1/2"—1 1/2" sweat ends, 29¢ ea. Primer Products liquid receivers 1/4" sweat inlet and outlet 49¢ 1/4" flare cap nuts \$2.95C, 1/2" F. flare x 3/4" M. flare adapters \$14.95C, 3/4" sweat couplings \$2.95C, 1/2" sweat couplings \$2.95C, 1/2" long flare nuts \$5.95C, 1/4" x 1/4" unions \$4.95C, 1/4" x 1/2" half union \$4.95C, 3/4" x 3/4" half union \$6.95C, 1/2" forged brass elbows \$2.95 ea. Techniflex door gasket 92 1/4" long 35¢ ea. Neoprene cork gasket .046 to .062 thick 15¢ sheet. TV75 Thermobank complete \$95.63 ea. TV 103 Thermobank \$99.40 less accessories, #07 complete \$175.00 ea. #1 less accessories \$158.03 ea. Send for free folder. All materials are new, shipped F.O.B. N. Y. No order too small. Don't wait, send your order now. TRACO INDUSTRIAL CORPORATION, Dept. A, 455 Eleventh Avenue, New York 18, N. Y. Bryant 9-1324.

FOR SALE at an attractive price, new and in original cartons, Emerson, 2-speed, 1/2 H. P., model S 60 SBT motors in lots of not less than twenty—a high quality product. Reply to BOX 1176, Indianapolis, Indiana.

### BUSINESS OPPORTUNITIES

FOR SALE: Refrigeration and air conditioning business northern California. 300 regular accounts. Owner's illness forces sacrifice at inventory. BOX 3210, Air Conditioning & Refrigeration News.

CONTROLLING STOCK of well established store-fixture, refrigeration and air-conditioning corporation, located 50 miles from Chicago, must be sold because of illness. Building, three story, low rental with long lease. Complete sales and service staff. Valuable fixture and equipment franchises. A money maker—Over \$20,000 net in 1948. BOX 3215, Air Conditioning & Refrigeration News.

### SCHOOLS

DETROIT AIR Conditioning Institute is accepting applications for enrollment in fall term classes starting July 19 and September 13. Fully GI approved courses in air conditioning, refrigeration, heating, ventilating, sheet metal layout, heat pump engineering. Write for free information: DETROIT AIR CONDITIONING INSTITUTE, Dept. D, 4125 Grand River, Detroit 8, Michigan.

### MISCELLANEOUS

ATTENTION CONTRACTORS—Dealers—Servicemen. Norge sealed units remanufactured and exchanged. Immediate delivery from stock. 1 year guarantee. Write for prices and shipping instructions. MODERN REFRIGERATION CO., INC., 12541 E. McNichols Road, Detroit 8, Michigan.

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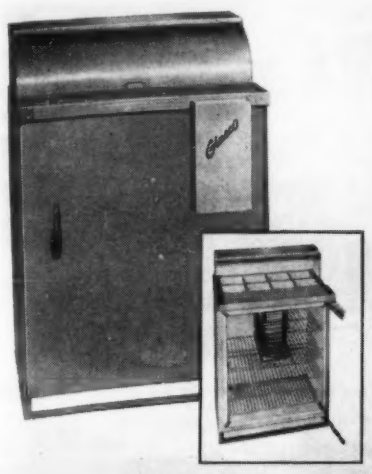
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Company.....

Street.....

City..... Zone..... State.....

## What's New



### Sandwich Unit Produced As Self-Contained Model

CHICAGO—A complete sandwich unit with a self-contained refrigeration system is going into production and will be ready for delivery early in June, according to announcement by J. H. Rasmussen and Co., marketing counselors located in Space 1454 of the Merchandise Mart.

Known as the "Glasco" Sandwich Unit, it will list at \$249.50, f.o.b. factory, Muncie, Ind. R. A. Caswell, sales manager for the Rasmussen organization, is responsible for the development of the sandwich unit. He states that to his knowledge this is the first such type product to be introduced with a self-contained compressor.

The Glasco comes in two color choices, all white or metallized grey. Included in the equipment is a thick maple cutting board, a detachable crumb box, eight pans, each 6 in. by 6 in. by 3 in., and a roll down hood. Interior of the unit is 5 cu. ft. of refrigerated space, two ice trays (48 cubes) and space for four additional trays (96 cubes). The mechanism

has 12 position cold control with defrost position and defrost tray. The interior also contains four convenient shelves.

The cabinet is of welded steel construction, Bonderized, with two coats of high temperature baked enamel and with fiber glass insulation. The refrigerator cabinet stands 36 in. high, is 27 in. wide, and 24½ in. deep. Over-all height of the unit (including roll down hood) is 43½ in. It goes into operation immediately when plugged in.

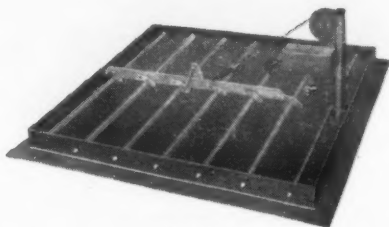


### Refrigerator Accessory Will Dispense Ice Water

SAN FRANCISCO—One of the latest accessories for the home refrigerator is Tap-A-Glass, an automatic dispenser of ice water and other liquids, introduced recently by the Trylyn Mfg. Co. here.

Made of clear polystyrene, the Tap-A-Glass holds more than a full gallon and reveals the water level at all times. It features a two-way friction fit tray lid which inverts so other items can be stacked on top. Hand grip indentations are located on the front and back of the unit. The spigot will release a full glass of water in six seconds by a three-finger grasp, the manufacturer claimed.

Tap-A-Glass retails at \$2.95.



### Fan Operates by Opening, Closing Ceiling Shutter

DETROIT—A new type ceiling shutter that synchronizes the starting and stopping of the fan with the opening and closing of the shutter has recently been placed on the market by Elgo Shutter & Mfg. Co., 2738 W. Warren Ave. here.

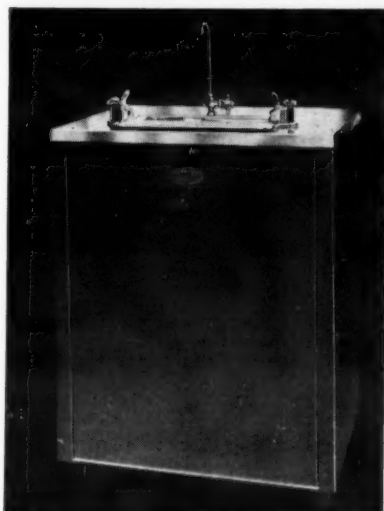
When the shutter is opened by the pull chain, the mercury switch immediately starts the fan motor, and when the pull chain closes the shutter, the same mechanism causes the mercury switch to stop the fan motor.

This eliminates the danger of the fan operating with a closed shutter, or vice versa, as often the case where separate controls are used for shutter and fan, according to Elgo.

Another safety feature of the shutter is a fusible link which, in case of fire, closes the shutter and also stops the fan.

The unit is adapted to both vertical and horizontal discharge of air. A number of the units can be installed in various parts of a room or building and operated by a single fan in the attic.

The fan keeps operating as long as there is one shutter open. When the last shutter is closed, the fan automatically stops.



### Filtrine Water Cooler Designed for Heavy Use

BROOKLYN, N. Y.—Development of a new, completely packaged "steel mill" water cooler has been announced by Filtrine Mfg. Co. here.

The cooler has been especially designed for service in steel mills, foundries, and similar locations where cold water requirements are unusually heavy, both for drinking and for saturating the cold towels worn by workers to combat heat.

Incorporated in the coolers is a Filtrine filter-dechlorinator which removes chlorine and other tastes and odors, eliminates rust and sediment, and completely conditions water.

The new cooler is built with reinforced angle-frame support. The heavy-gauge, Bonderized steel exterior is of wrap-around design, finished in "pebble-tone." Front access is provided by a removable panel.

Top is stainless steel with drain "that will not crack, chip, or break." It is equipped with two sanitary type, stream-height controlled bubblers and can be furnished with an auxiliary faucet for filling containers and buckets and for saturating towels.

The unit is elevated from floor, providing a foot recess that prevents the cabinet from being marred by work-shoes.

The cooler is insulated with 3 in. of pure corkboard and additional packing of finely reganulated cork, all sealed with hydrolene, to assure efficiency in locations where excessive heat is constant or periodic.

Filtrine "Super Storage" is said to provide as much as 25 gallons of chilled water for periods of extra-heavy demand.

The cooler is now available for immediate delivery. Literature may be obtained from Filtrine Mfg. Co., Dept. RA, 53 Lexington Ave., Brooklyn 5, N. Y.

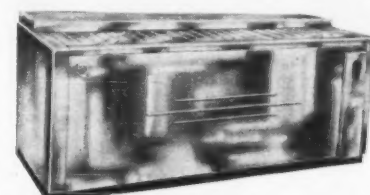
### La Crosse Shows Line of Restaurant Bottle Coolers

LA CROSSE, Wis.—A new model bottle cooler designed to fulfill the demand for a cooler that will meet the special requirements of restaurants, has been introduced by the La Crosse Cooler Co. here, with its "Blue Bird" line of dry storage bottle coolers.

Designed to offer a maximum of eye appeal with utility, the models have a baked hammerload finish on the rear top, front, back, and ends; the doors and front rail are of stainless steel. All "SS" models incorporate a stainless steel glass or utility shelf, and have stainless steel top, front and ends, and aluminum back.

All models have effortless slide-back doors, recessed toe space, and the drain pipe brought out center front; all models are aluminum lined, with galvanized steel bottom, and have adjustable partitions to permit variations of 2 in. in the compartments.

Metals used are especially treated for rust resistance and for positive paint adhesion. Cabinets have full 3-in. Fiberglas insulation with vapor



One of the models in La Crosse's 'Blue Bird' line.

barrier seal.

Blower type coils are used, with high capacity fans providing large air circulation. Models are in 4, 6, and 8-ft. sizes, powered by ¼, ½, and ¾-hp. hermetic condensing units respectively.

## NIAGARA

### "NO-FROST" METHOD WITH SPRAY COOLERS

... gives always full capacity because there is no interruption for defrosting at sub-zero temperatures; protects quality in foods.

NIAGARA BLOWER COMPANY  
30 Years of Service in Air Engineering  
405 Lexington Ave., New York 17, N. Y.

### DEALERS - DISTRIBUTORS WANTED!

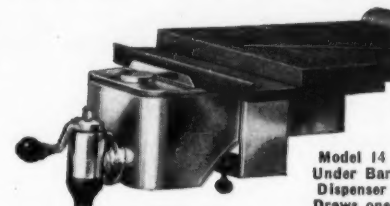
If you are prepared to handle sales, installation and service for our stainless steel soft drink dispensers for Bars and Taverns, advise business experience and some facts relative to your financial ability.

### INCREASES PROFITS FOR BARS AND TAVERNS

Exceptionally profitable to handle.—Write to

MULTIPLEX FAUCET CO. 4325 DUNCAN, ST. LOUIS, MO.

MANUFACTURERS OF SOFT DRINK DISPENSERS OVER 43 YEARS



Model 14 Under Bar Dispenser Draws one sweet drink and seltzer

## PAR'S NEW

EXTRA QUIET, LARGE CAPACITY CONDENSING UNIT!



IT TOOK 40 MONTHS

of engineering, factory and field testing to develop these outstanding popular priced, compact Models. PAR RA-2 (¼ H.P.) and RA-3 (½ H.P.) are designed for either self-contained or remote applications. They give trouble-free performance, operate "quiet as a whisper." Immediate delivery so see your PAR Dealer now.

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REFRIGERATION  
AIR CONDITIONING  
HEATING PARTS  
and SUPPLIES

SERVICE THAT'S UNSURPASSED

from the

SUPPLY HOUSE THAT SERVICE BUILT

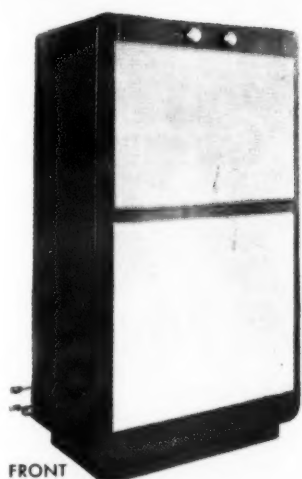
Dependable efficient same-day filling of orders has built our business ... our reputation. Keep your stocks complete this easy, speedy way ... just order from our FREE catalog. Saves you time ... energy ... money. Prices right. Wholesale only.

SERVICE SP PARTS CO.  
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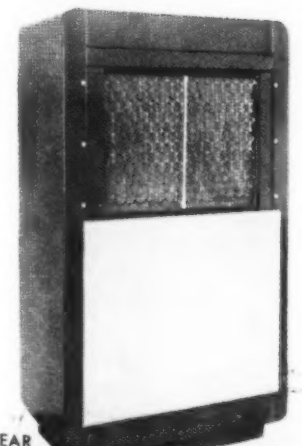
## SPECIAL PURCHASE! New AIR CONDITIONERS

We're offering the entire stock of Elpeco Air Conditioners at

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REAR

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YOUR COST!  
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1½ H.P. WATER COOLED 220-1-60

- REPLACEABLE FILTERS • 4 WAY AIR DIFFUSION
- THERMOSTATICALLY CONTROLLED • TECUMSEH WATER COOLED COMPRESSOR • COPPER COILS
- ALL STANDARD PARTS AVAILABLE ANYWHERE
- HT. 61", WIDTH 34", DEPTH 20", WT. 660 LBS.

PHONE, WRITE OR WIRE

RAMSEY-BENNETT CO.

Refrigeration and Air Conditioning

430 HURON ROAD • TEL. Tower 1-6070

CLEVELAND 15

WE BUY AND SELL MANUFACTURER'S SURPLUS STOCKS

## Davidson Wins Defamation Suit--

(Concluded from Page 1, Column 3)  
equipment were so difficult to obtain, many firms and individuals seeking equipment to buy—and many who had surplus equipment to sell—contacted Davidson, who was then with Hussmann Refrigeration, Inc., and who had been very active in the program of building refrigeration equipment for the armed forces.

These inquiries involved mostly government surplus equipment. In many instances Davidson was able to put persons in touch with one another who worked out the sale of such equipment.

In two instances Pennington and Montgomery were referred to the McBee Air Conditioning Co., who supposedly had available some surplus equipment. Pennington and Montgomery independently made arrangements to buy some of this equipment and paid a total of \$34,000 to the McBee company. That firm failed to deliver the equipment to Pennington and Montgomery, and shortly thereafter was adjudged bankrupt.

Because of the apparent irresponsibility of McQueary and Black, who operated the McBee company, and because Davidson had referred these men to the McBee company, Penning-

ton and Montgomery complained to the Circuit Attorney, and on the basis of their representations, the grand jury in December, 1947, issued an indictment against McQueary, Black, and Davidson, charging that these men obtained money under false pretenses.

Davidson at the time (and this was published in AIR CONDITIONING & REFRIGERATION NEWS), issued a specific denial that he had had any part in the alleged transactions, or that he had any part in consummating the deal.

In the trial in criminal court which followed the next year, Davidson was acquitted on the grounds that the facts were not properly presented to the grand jury and that Davidson had no connection whatever with the deal between Pennington and Montgomery and McBee Air Conditioning, and had not received any of the money which had been paid to the McBee company.

Davidson thereupon filed a civil suit against Pennington and Montgomery for defamation of character. This resulted in the recent decision by the jury that Montgomery and Pennington must pay to Davidson \$10,000 actual damage, and \$2,500 punitive damages.

## Unfair Trade War Continues In 3 Areas--

(Concluded from Page 1, Column 3)  
appliance business. Among other things, he discussed recent "bait" advertising which the agency "corrected." The advertising involved offering of merchandise which was not the same as illustrations, and free trial and service offers.

Especially singled out for criticism were the "one-shot wholesale guys" engaged in under-the-counter deals in the retail market. He charged them with disturbing the appliance trade.

Rider noted that the bureau is ready to cooperate with appliance dealers in establishing a code of ethics. The bureau is effective, he stressed, "only when merchants themselves want good practices."

In Charlotte, a campaign to stop unethical practices was inaugurated when the local dealer association sent a letter regarding back-door selling to the Charlotte Radio & Appliance Distributors' Association. The letter said, in part:

"One of the practices being followed by many distributors today that is doing more to destroy the loyalty and consequent aggressive promotion by their dealers than any one thing is the very prevalent practice of selling wholesale to persons and firms other than franchised retail dealers.

"We believe there is no legitimate or good reason for taking business away from your dealers who make it possible for you to be in business.

"You don't gain any sales since the dealer could make the same sale if the distributor refused to sell to retail buyers. And certainly your franchised dealers deserve any favors or special considerations far more than any other persons or firms."

The letter, signed by R. A. Snook as chairman and addressed to Frank Hough, president of the distributor organization, requested the latter

group to "give us your views on this subject at your earliest opportunity."

The drive in Reading is being sponsored by the Berks County Appliance Dealers' Association and will involve the use of investigators posing as shoppers. Objective of the campaign, according to Lloyd L. Weller, association president, is to abolish such practices as large discounts, big trade-in allowances, under-selling, and gifts.

The group's plan is to have persons pretending to be prospective buyers visit member stores to look for evidence of unfair practices. If such evidence is found, it will be reported to the association, which will then reprimand the offender.

No action is contemplated against members for offering bargains or special deals on old model appliances when the dealer is overstocked with them, it was explained by Richard G. Beyerle, association secretary.

Area distributors have agreed to cooperate with the dealers in the campaign, Weller reported. He said the distributors have even pledged themselves to withdraw franchises if necessary.

Also, the distributors have been questioned regarding the drafting of a code of business ethics acceptable to both wholesalers and retailers. A series of special meetings for this purpose is planned by the dealer group, which will invite one distributor to attend each session.

The bulletin in which the Better Business Bureau of New York City attacked "irregular" practices in the appliance, radio, and television industry was sent to area manufacturers, distributors, and retailers. It said:

"Retailers and manufacturers who have been bemoaning the fact that the public has not been buying radios, television sets, and home appliances despite price-cutting, should re-examine their own advertising policies and those of the trade in general.

"Confidence is still essential. Lack of confidence, in prices as in anything else, is the surest way of killing sales.

"Irregular practices have recently been on the increase in the advertising and selling of these products. A number of offerings are inaccurate and misleading, unfair to the public and to the industry, and injurious to public confidence in the integrity of advertising."

"The bureau has found, for example, that a recent '\$200 trade-in allowance,' featured by several dealers offering a television combination, was a price cut, permitted by the supplier, which could be obtained without a trade-in. In some cases there was further 'allowance' in addition to the \$200.

"Several advertisers of refrigerators made unrestricted offers 'up to \$75 trade-in allowance,' yet would allow \$75 only on boxes less than two years old. One of these stores, which failed to include the selling price in its advertisement, offered only \$45 allowance, and this was off a former selling price which had been cut \$40 by the manufacturer a month earlier, making the actual trade in allowance only \$5."

## REMA Freezer Section Maps Promotion--

(Concluded from Page 1, Column 5)  
in color which will be available for use in all schools, colleges, universities, and other institutions having courses in home economics.

The film will also be shown before women's clubs, church groups, service clubs, parent-teacher associations, and similar organizations for the purpose of stimulating interest in the convenience and economy of owning a modern food freezer.

A speakers bureau is also planned by means of which organizations, groups, service clubs, etc., may arrange for speakers on various phases of the food freezer subject through the Washington headquarters of Rema.

The desirability of preparing standards covering the manufacture of food freezers for review and publication by Rema was discussed. It was proposed that such a set of approved standards be adopted and that a standard label also be developed, the label to be used on food freezers of their manufacture by all members of the section, and publicized in their advertising.

To initiate action on this project, W. L. Currie, chief engineer of Victor Products Co., was appointed as chairman of an engineering standards committee, with authority to select four other members from the Food Freezer Section of Rema to study existing standards on food freezers, including those developed by Nema and ASA, following which it is to prepare a basic standard for consideration and adoption by the section.

Roberts pointed out that the weak link in present-day merchandising of



HOWARD R. ROBERTS  
New chairman of Rema's Food Freezer Section.

food freezers is that materials for food packaging are not generally available in the customer's immediate locality.

"Complete customer satisfaction in the use of a food freezer depends to a large extent on the availability of containers, and packaging and wrapping materials such as waxed paper, aluminum foil, pliofilm, cellophane, freezer jars, plastic bags, freezer tape, cartons, etc.," he said.

"In my experience, I have found very few places in the United States that are well equipped to provide

these necessary supplies locally to owners of food freezers."

This section of Rema had formerly been called the Home and Farm Freezers Product Section. Feeling that the section was not properly named, since the product freezers neither homes nor farms, the name of the section has been changed to "Food Freezer Section."

Food freezers are used in many locations other than homes and farms and it was thought this new name would be of broader application and more fitting the group's activities.

The next meeting of the section has been set for Sept. 14 in Washington, D. C.

## Recold Names Quinn--

(Concluded from Page 1, Column 4)  
was entering air conditioning.

Quinn's experience in the industry dates back to 1925, when he started with the Frigidaire Sales Corp., with whom he spent more than 15 years. His early association with that company was in the sale of commercial refrigeration equipment.

Later, as air conditioning started, he switched over to that phase of their operation and there pioneered many of the earlier air conditioning installations. In 1934, he became sales manager of the Air Conditioning Div. of Frigidaire Sales Corp.

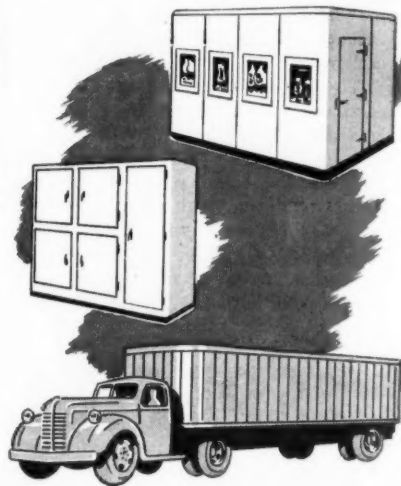
In 1941, he joined the Pacific Lumber Co. in the Insulation Div. While with Pacific, he served as a director of the Manufacturers and Suppliers of the Frozen Food Locker Association.

In 1947 and 1948, he held the position of sales manager of the eastern division for Drayer-Hanson, Inc.

## No Shrinkage! No Blast! with these new Bush Cooling Units

BUSH HEAT TRANSFER PRODUCTS are expertly designed and engineered . . . fabricated of top-quality materials to rigid specifications . . . carefully tested and accurately rated. Result: easier selling, faster installation, less service . . . more PROFIT. All this adds up to more customer satisfaction, and more

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### BUSH CJ UNIT COOLER

Maximum efficiency in minimum space. Less than 13" of head room in most models. High velocity ceiling out-put carries air to farthest wall—effectively prevents "short-cycle" circulation.

### BUSH WJ UNIT COOLER

Designed for installation at juncture of ceiling and walls . . . occupying minimum valuable storage space. Circulates air throughout 180° radius. A standout for dependable performance and sales appeal.

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**COMFORT COOLER**

No ducts required  
360° circulation  
Built-in pump  
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Model 100 C.C.  
20,750 BTU. hr. at 40° Ref. Temp.  
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**MOTOR-BASE ADAPTERS**

Your next job may require a motor adapter set. Better be prepared. Carry extra sets in your service car.

1/8 to 1/2 hp.—101-D  
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